

Official monthly publication of the Atlanta Chamber of Commerce • Thirty-five Cents

# ATLANTA



May 1961



*The "Atlanta 500" / #1 in a series / PHOTOGRAPHY BY GRAFFIC ASSOCIATES*

## *Atlanta is a Fun Place*

**IT'S A WONDERFUL WHIRL** — There is so much to do, see and enjoy around Atlanta. On Sunday, March 27, over 40,000 racing fans turned out for the "Atlanta 500." They saw some of the world's most daring and skilled drivers taking powerful cars through high banked turns and down the straightaways at speeds up to 135 miles per hour. Atlanta International Raceway, fastest mile and a half track anywhere, is one of many tracks presenting exciting racing events in the Atlanta area. ► For most businessmen banking is not exactly recreation. But, at Citizens & Southern we do believe that bankers with eagerness and know-how can lighten pressures and contribute to the good Atlanta life. If you need a bank that you can count on for the long haul, helping you meet problems and grow, consider the C&S.

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<b>LOS ANGELES</b>	<b>ST. LOUIS</b>	<b>ATLANTA</b>

**The Atlanta Journal**

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**THE ATLANTA CONSTITUTION**

*The South's Standard Newspaper*

*Represented by Kelly-Smith Co.*

**460,746 daily, 506,645 Sunday (ABC Audit 9/30/60)**

## The Lockheed Bid

We remain, in spite of approaching middle age, relatively unsophisticated. So unworldly are we, in fact, that we've been known to follow people off elevators just to hear the end of an interesting conversation. And anytime we see a hundred-dollar-bill we want to feel it as well, usually remarking on Ben Franklin's odd hair-do.

So we lost all control when it was announced that Lockheed had been awarded the contract to build the C141 jet transport. Unpoised as it was, we couldn't resist seeking details on how they went about getting the bid. For the benefit of others who collect minutiae, here are some facts.

Lockheed spent a million-and-a-half dollars in preparing its bid. A task force of about three hundred people (at the maximum) worked on the project for slightly more than a year. The original RFP (Request For Proposal) arrived on December 20, 1960, and the deadline for returning the proposal was January 27th of this year.

The printed bid — specifications, design, facts and figures — amounted to nine big volumes weighing fifteen pounds. Thirty-five sets were prepared, to the delight of a local printer who practically lived with the job.

After submitting that, Lockheed officials were invited to Wright-Patterson Field in Ohio for an oral presentation. They took the printed volumes, a hundred pounds of backup material, three models of the airplane they proposed to build, and working mock-ups of different sections of the plane.

All of this was piled into a panel truck. The mock-ups and scale models were carried about in boxes which strongly resembled coffins, which prompted a frowning elevator operator in Dayton to remark: "I'm hoping them ain't full of dead men."

Lockheed was hoping the same thing.





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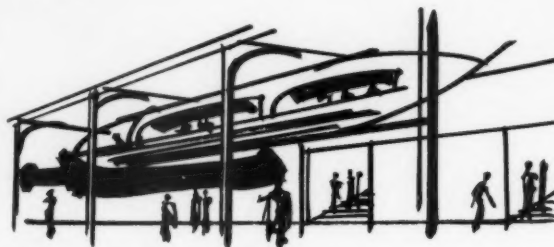
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**Mother's Day,  
Pickle Week,  
Tavern Month**

Promotionally speaking, May will be an average month. Some campaigns we can brace ourselves for: Butter-With-Corn-On-The-Cob Time, Tavern Month, Ornamental Iron Month, Car Care Month, White Bread Sales Month, Bicycle Month, Baby Week, Better Hearing Month, Camp Week, Frozen Food Week, Forget Your Troubles Week, Let's Go Fishing Campaign, Mother's Day, Cotton Week, Pickle Week, Memorial Day, and Good Car-Keeping Week.



**What Kind Of  
Rapid Transit?**

The term 'Rapid Transit' came into vogue a few years ago and many people still think it refers to a brand-new form of transportation. Such as Monorail, for instance. The truth is, though, that only the terminology is new.

Any vehicle which moves on its own right-of-way, free of other traffic, and rapidly transports numerous passengers is a form of Rapid Transit. Rapid Transit can move underground (New York Subway), on the ground (commuter trains), or above the ground (Monorail). It may also be a combination of these systems.

In Atlanta's case, on-the-ground systems will probably be used, and, for the moment, the experts seem to agree that two-rail systems will be more efficient here. A two-rail system might, for example, follow the paths being cut by new expressways. It's even conceivable that a Monorail might follow the same paths, but this seems unlikely.

And when Rapid Transit does come, it'll come in sections, like the expressways, which means that total effectiveness won't be reached for many years. ATLANTA MAGAZINE will report on Rapid Transit in September.

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*S. Ernest Vandiver*  
GOVERNOR



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you're always welcome in

# GEORGIA

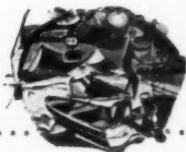


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Herman J. Haas exhibits to his partners in the firm of Haas and Dodd the cover design of a book which highlights dynamic features during 70 years of the firm's activity in Atlanta, Georgia. Viewing the cover which Mr. Haas holds are partners Arthur W. Bishop, J. Marion Crain, Edwin R. Haas, Jr., Judson M. Garner, C. A. Meriwether, Fair Dodd, and Elliot L. Haas.

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## ATLANTA MAGAZINE

May, 1961

Volume 1

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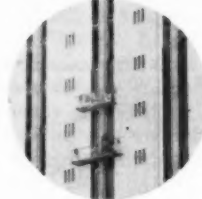


*Business Manager*

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*Advertising Manager*

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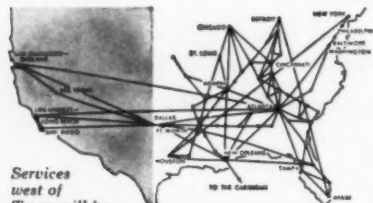
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**DELTA**  
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## *Only The Best Will Be Good Enough For Atlanta*



This is the first issue of your new magazine, ATLANTA; it is the official publication of your Chamber of Commerce. And, so help us Hannah, we are determined to make it the best of its type in the country. This is our beginning.

Let me give you a few reasons why your Chamber embarked on this new venture at this particular time. In the first place, there is so much to tell about this dynamic, bustling, growing metropolitan area of ours that all our existing communications media combined can't possibly tell the whole story.

Then, too, Atlanta must battle its friendly rivals if we are to maintain our position of leadership in the South. Other cities are constantly casting covetous eyes on Atlanta and try to whittle away at our advantages. They are telling their stories to the nation; we must therefore tell ours even better.

But, most important of all, perhaps, is our own self-enlightenment. Those of us who are fortunate enough to live here must be kept informed. The tremendous growth we have had leaves many problems in its wake; and the problems of today are nothing to compare with those which lie ahead.

Atlantans have always been willing to do whatever was necessary for their city when they were convinced that a need existed. ATLANTA MAGAZINE will explore every facet of our area's needs, and will report its findings to you, the people who must be convinced.

It is only fair to warn you that not everything in ATLANTA MAGAZINE will be pleasing to read. This will not be a puff sheet which glosses over the facts of life. When there are things to cheer about, we'll be the cheerleader. But when we need to slap ourselves on the wrist, we will pull no punches. That, we believe, is the way you would want us to handle this job.

You will be interested to know who receives ATLANTA MAGAZINE. First, and most important — you, the members of the Atlanta Chamber of Commerce, will be on the mailing list. Business leaders from all over the world who need to know more about Atlanta and its advantages will get their copies. Governmental leaders at every level will be among our readers. So will teachers, preachers, and location seekers.

We aren't kidding ourselves. We realize that a magazine — like every worthwhile venture — is easier to conceive than it is to deliver. But we will do everything in our power to make ATLANTA MAGAZINE truly representative of Atlanta and her people. We will work to make each issue better than the one before it.

You can help. Suggestions, criticisms, words of approval — shoot them to us. We are interested in your opinion; we don't think we're infallible, and we aren't sensitive.

Finally, a word about our advertisers. New magazines customarily use up a lot of red ink before a break-even point is reached. But, because of the faith and confidence of the Atlanta business community, this magazine is starting with a break-even issue. We are everlastingly grateful for this confidence and we believe it will be money well spent. Our pages are open to any legitimate business; but we ask to be judged on our merits as an advertising medium. We don't want contributions. Our profits will go back to making the magazine bigger and better.

There you have it. ATLANTA MAGAZINE enters the scene, ambitious in its desire to be a top salesman for the top city of the top nation in this little old world of ours. Here's hoping.

*G. L. Shultz*

## business around Atlanta

Airline business has been in the news spotlight in a big way during the past few weeks...Delta got the coveted West Coast run and their hallways were choked with job applicants for a few days afterwards...United and Capital finally got the go-ahead on their merger....United promptly announced that it would run some new jets in for the old Capital New York-Atlanta-New Orleans run....the line is presently using Boeing 720's, DC-8's, and the new Caravelle medium-range jet...Piedmont Airlines completed the first step to Atlanta service when the CAB examiners recommended that Atlanta be added to their route...a spokesman for the line says new Fairchild jets will be used if and when service starts... best guess now is that the CAB will approve the recommendations and Piedmont will start flying here in 6-9 months....Atlanta is becoming a real jet city with Delta, Eastern, United, and others adding new equipment.... Eastern, though failing in its bid for the West Coast-Atlanta run, did get some gems, and particularly out of Houston....on top of all that, of course, is the new airport terminal opening this month.

The Walton Building (nine stories) has been sold for approximately \$500,000...new owner is Southland Investment Corporation of Atlanta... they say they'll spend about \$125,000 in remodeling the oldtime landmark. Another landmark (40 years) was recently sold...the Express Building was bought by a group of Atlanta investors and will bear a new name: 89 Luckie Street Building. The U.S. Department of Commerce says sixty-two per cent of Atlantan's consumer dollars were spent outside the central business district during the year

MAJOR LEAGUE

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has come to

# ATLANTA

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*The Trustees  
of Freedoms Foundation*

*announce*

*the*

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FOR ECONOMIC

*An outstanding*

*in helping to*

*understanding of*





Trustees, Directors and Officers  
Foundation at Valley Forge  
announce with pleasure  
the selection of

FEDERAL SAVINGS & LOAN ASSOCIATION  
OF ATLANTA

the distinguished National &  
Awards Jury to receive the

WASHINGTON HONOR MEDAL AWARD  
ECONOMIC EDUCATION PROGRAM

for outstanding achievement  
in bringing about a better  
understanding of the American Way of Life



# Atlanta school program receives national recognition

First Federal Savings and Loan Association of Atlanta is the 1961 recipient of the *Freedoms Foundation at Valley Forge* George Washington Honor Medal Award for Economic Education.

Selection by the nation's largest awards program gives recognition to First Federal's 10-year sponsorship of Greater Atlanta's School Thrift Program, initiated to "encourage the youth of Atlanta to think, research, and understand the importance of thrift, both in their personal lives and in the free enterprise system of American economy." This annual program, the only one of its kind in Atlanta and environs, has reached many hundreds of thousands of students, teachers and parents with the importance of this basic philosophy.

George W. West, Jr., president of First Federal Savings, in accepting the Freedoms Foundation award at recent ceremonies, stated that "the continuing interest and participation in our annual thrift program has been most gratifying . . . and we are very proud of the numbers of boys and girls who have helped make this program a success. This coveted honor medal is a result of their achievements . . . and it is symbolic of youth's role in the future economic growth and development of our area and the nation."

## NATIONAL THRIFT COMMITTEE

First-place winners in the local thrift essay contest are eligible for the National Thrift Contest, sponsored annually by the National Thrift Committee which was organized by leaders in the financial field to encourage the practice of thrift. Atlanta has had two national winners within the 5-year period the national contest has been in effect.



NATIONAL  
THRIFT COMMITTEE



"Benjie" awards are presented thrift essay grand award winners by George W. West, Jr., president of First Federal Savings and a director of the National Thrift Committee, and Mrs. Ludie Cornwell, director of First Federal's School Thrift Program. In addition to the bronze statuette of Benjamin Franklin, "The Father of Thrift," winners also receive their choice of a Thrift Education Book or a cash gift.

## ATLANTA-



## FIRST-PLACE SC

### CITY OF ATLANTA SCH

Julia M. Hastings — Arkw  
Judy Raines — Beecher Hi  
Ellen Brady — Ben Hill  
Sarah F. Oliver — Blair V  
Connie Bennett — Bolton  
Lynne McSorley — Morris  
Sandy Parsons — H. O. B  
Brenda Hadaway — Capit  
Susan White — Center Hil  
Mary Harper — Chattahoo  
Jackie J. Bell — Cleveland  
Carol J. Black — E. L. Co  
Paulette Wilson — Ed S. C  
Ann Harrison — Lena H.  
Carol J. Williams — East  
Gary Terrell — Fowler Str  
Norma J. Eagleson —  
Jeremiah S. Gilbert  
Carol Guthrie — J. M. Go  
Gina Pritchett — John B.  
Judi E. Terry — Grant Par  
Tommy Nowlin — J. C. H

### FULTON COUNTY SCH

Margaret A. Cook — Coll  
Sandra Gable — Dodson  
Linda Hardin — Harris Str  
Linda D. Anderson — Mor  
Marilyn E. Walker — Mt.  
Judy Duncan — North Av



# ANTA-FULTON COUNTY Grand Award Winners

Hide not your  
Talents, they for  
Use were made.  
What's a Sun-Dial  
in the Shade?  
BENJAMIN FRANKLIN



## CITY OF ATLANTA SCHOOLS

- 1 Gina Pritchett, 7th Grade,  
John B. Gordon School  
1120 Portland Ave., S.E.  
Atlanta 16
- 2 Julia M. Hastings, 7th Grade,  
Preston S. Arkwright School  
1212 Eastridge Road, S.W.  
Atlanta 11
- 3 Susan White, 7th Grade,  
Center Hill School  
844 N. Grand Avenue  
Atlanta 18



## FULTON COUNTY SCHOOLS

- 1 Marilyn E. Walker, 6th Grade,  
Mr. Olive School  
3235 Briarwood Blvd.  
East Point, Georgia
- 2 Mary J. Hall, 7th Grade, S. R. Young  
School - 410 S. Lee Street  
College Park, Georgia
- 3 Alice K. Hanson, 7th Grade,  
James L. Riley School  
523 Bryn Mawr Lane, N.W.  
Atlanta 5

## 1960-1961 THRIFT ESSAY CONTEST

## CITY OF ATLANTA SCHOOLS

- 1 Deborah Williams, 6th Grade,  
H. R. Butler School  
80 Bell Street, No. 190  
Atlanta 3
- 2 Charles Fleming, 5th Grade, C. W. Hill  
School - 454 Buchanan Street, N.E.  
Atlanta 8
- 3 Marilyn Y. Lewis, 7th Grade,  
E. P. Johnson School  
576 Reed Street, S.E.  
Atlanta 15



## PLACE SCHOOL AWARD WINNERS

### ATLANTA SCHOOLS:

Hastings - Arkwright  
s - Beecher Hills  
y - Ben Hill  
liver - Blair Village  
nnett - Bolton  
orley - Morris Brandon  
ans - H. O. Burgess  
daway - Capitol View  
te - Center Hill  
er - Chattahoochee  
ell - Cleveland Avenue  
ack - E. L. Connally  
lson - Ed S. Cook  
on - Lena H. Cox  
illiams - East Lake  
ll - Fowler Street  
Eagleson -  
h S. Gilbert  
nrie - J. M. Goldsmith  
hett - John B. Gordon  
ry - Grant Park  
wlin - J. C. Harris

Patsy Watkins - Laura Haygood  
Nancy Harrison - Highland  
Antha Williams - E. P. Howell  
Jay Gortrell - S. M. Inman  
Larry House - Jerome Jones  
Ann Sams - L. O. Kirhberly  
Bonnie Frerichs - Kirkwood  
Steve Benton - Lakewood Heights  
Millie Wade - Mary Lin  
Marcia Hope - Luckie Street  
Joan Kaufman - Margaret Mitchell  
Connie LaFleur - Moreland  
Bruce Ferguson - Peoples Street  
Barbara Shell - Perkerson  
Lynn Ernest - I. N. Ragsdale  
Steven M. Cristol - Rock Springs  
David Clifton - Spring Street  
William J. Jamieson - Tuxedo  
Marty Carnes - Venetian Hills  
Ann Atkinson - Anne E. West  
Deborah Williams - H. R. Butler

Gwendolyn Hartsfield -  
Lena J. Campbell  
Ethyl S. Bigby - E. R. Carter  
John Turner - E. C. Clement  
Jacquelyn Perdue - Collier Heights  
Ruby L. Morris - Cooper Street  
Sandra Gilbert - R. L. Craddock  
Timothy Gleaton - W. H. Crogman  
Mary L. Clark - English Avenue  
William H. Little - Nathan B. Forrest  
Crystal Morrow - A. F. Herndon  
Charles Fleming - C. W. Hill  
Marilyn Y. Lewis - E. P. Johnson  
Jane Carmichael - North Avenue  
Lolita Mangham - Oglethorpe  
Aldom Sims, Jr. - Rockdale  
Helen Tate - W. J. Scott  
Carol E. Rucker - Thomas H. Slater  
Michael A. Cochran -  
Daniel H. Stanton  
Charlotte C. Logan - Thomasville  
Parthenia Harris - E. A. Ware

### COUNTY SCHOOLS:

A. Cook - College Street  
ble - Dodson Drive  
din - Harris Street  
nderson - Morgan Falls  
Walker - Mr. Olive  
an - North Avenue

Kathleen L. Peterson - Parklane  
Alice K. Hanson - James L. Riley  
Wanda C. Porter - Roswell  
Barbara Dickey - Sandtown  
Becky Bruce - Underwood

Emil Wendt - Utay Springs  
Linda Hamrick - Warsaw  
Keith Bucklen - Guy Webb  
Cynthia D. Cooper - M. P. Word  
Mary Jo Hall - S. R. Young



# FIRST FEDERAL SAVINGS AND LOAN ASSOCIATION OF ATLANTA

46 PRYOR STREET, N.E. • PIEDMONT AT CHESHIRE BRIDGE ROAD • EAST POINT • SANDY SPRINGS





1958...still on the subject of government, the U.S. defense contracts for Georgia in 1960 were more than two hundred million dollars....total for the Southeast was \$1,291,000,000....and the Atlanta Chevrolet plant got a new contract for \$500,000 to build trucks for the U.S. Army...The Atlanta Chamber's Forward Atlanta advertising program will be handled by Tucker Wayne....Public Relations for the program will be handled by Grizzard & Haas.

NEW DIRECTORS: E. Smythe Gambrell has been elected to the board of directors of Eastern Airlines... Harper Woodward was named to the line's executive committee...Peyton Anderson, longtime publisher of the Macon Telegraph and Macon News, was elected to the Citizens & Southern National Bank board.

SALES AND EARNINGS: REA Express handled a record 177,945 freight shipments at the Atlanta airport in 1960...gross revenue from the shipments was \$1,263,969....C&S National Bank reported net operating earnings of \$1,251,260 (84¢ per share) for the first quarter of 1961, an increase of 6 per cent over the same period last year....deposits at C&S rose ten million dollars during the 12-month period and loans were off \$13 millions for the same period.....Colonial Stores, Inc., reported sales off 2.3 per cent for the first quarter (12 weeks)... sales for the period: \$33,298,372.....Prudential Insurance Company reports that life insurance-in-force in Georgia rose to \$872.3 millions.....

Southern Bakeries of Atlanta reports sales of \$7,523,364 for the quarter, an increase of 4 per cent over last year's first quarter.....Rich's closed its fiscal year with a report of record high sales...a whopping \$92,725,695 for 1960....net earnings for the year were \$4,199,734 (\$2.38 per share).....The Southern Company, with headquarters in Atlanta, announced operating revenues of \$319,161,862 for 1960...another new record... consolidated net income was \$46,149,718, an increase of 6 per cent over last year.

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The "Because You Love Them" radio campaign prepared by LNB&L for Life Insurance Company of Georgia recently won the Atlanta radio-TV representatives award as the best radio commercial produced by a Southeastern agency in 1960. But more important than this professional recognition — the series is steadily winning sales, too! LNB&L has been on Life of Georgia's selling team since 1954.

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The whole business of expressways is confusing to the layman. Here's a full report on what's done, what's being done, what's planned—and whether it'll help solve the traffic problem.

A vast, complex expressway system in a large and famous American city was recently described by Bob Hope as "the fastest parking lot in the west." Complicated, costly, and staggering in its proportions, this intricate network of concrete fingers—once hailed as the ultimate in traffic planning—now stands on the brink of becoming the largest headache in the country.

The comment here is not intended as a criticism. It merely illustrates what a population explosion can do to a set of well-laid plans. More cars whistle down these expressways today than highway engineers had expected in 1970 or later. The result, at peak traffic hours, is a bumper-to-bumper nightmare.

That problem—anticipating future growth and traffic patterns—makes the business of expressway planning a hazardous and harrowing thing. But the problems don't end there.

The perfect expressway, for example, would pump traffic along as smoothly as oil flowing through a pipeline. The fact is, though, that traffic isn't controlled by anything so clean and simple as the law of

fluid flow physics. Traffic is caused by people, by drivers of varying degrees of skills.

Some of them get bored and drive by reflex, only to panic in an emergency. (Figures show that most accidents on expressways are rear-end collisions, and usually in multiples.) Some try 70 mph on 40-to-50 highways while others poke along at an equally dangerous 30 miles per hour. Others drive automobiles which are in poor, unsafe mechanical condition. And many lose their tempers, their control, their patience, and, finally, their lives.

Add to this the fact that the best expressway operation can go along smoothly only until near design-capacity is reached and then, suddenly, there is chaos and confusion, reducing its traffic-transmitting capacity by 20 per cent.

That's what happened to the "fast parking lot." It reached its design-capacity ten years too soon. New programs are now underway, which, barring another unexpected population boom, will relieve the situation.

Atlanta, clearly in the throes of a pulsating boom itself, faces the same problem. As a central hub in the 41,000-mile Interstate Highway Program, the city will receive six major super-arteries into its traffic stream. Local expressway planners have designed the Atlanta complex to best serve local traffic.

# THE EXPRESSWAY

PICTURE NOW

## Expressways planned early

The Atlanta Expressway system had its beginning in 1944 when the H. W. Lochner Company of Chicago was commissioned to make a study of highway and transportation facilities in the Atlanta urban area. The study was authorized so that highway needs could be determined in advance and construction could therefore proceed without delay when World War II was ended. It was a nice thought.

In 1944, however, with the war rapidly closing and bright new prospects facing the city, highway planners had only their past experience to guide them in the new program. And nothing in that experience prepared them for the bizarre nature of expressways or the multitude of delays which would lie around every curve in the new roads. The advent of expressways created a new breed of "Super Highway Engineers" and Atlanta has its share.

As a sample of bizarre delays, try these:

► **July 17, 1949:** Wholesale complaints from people in vicinity of expressway route about noise, dust, and smoke. Tremendous anti-dust campaign begins.

► **April 1, 1950:** Three-day strike slows work.

► **June 1, 1950:** Neighborhood vandals wreck equipment.

► **November 3, 1950:** State highway engineer barely escapes death when cave-in buries him.

► **April 25, 1951:** Wet weather and freezing rain slow work.

► **November 6, 1951:** People get steamed up about billboards. City council finally prohibits commercial signs within 300 feet of expressway.

► **April 21, 1952:** Steel delivery uncertain. This

time because of the Korean War, later due to steel strikes.

► **August 20, 1952:** One day prior to ribbon-cutting on the North Avenue underpass, truck jumps curb and damages bridge railing.

► **August 24, 1952:** Work under Spring Street requires blasting, drilling, and use of dynamite. Dentists in nearby building, complain that their offices shake, making drilling of patients' teeth dangerous. Blasting, drilling, and dynamiting must now be done at night only.

► **September 19, 1953:** Fence along expressway route blocks man's driveway, sealing him in. He builds cleverly-disguised gate. Work foreman notices new, unauthorized exit, orders it mended. Wife notices workmen mending gate, shoots at foreman, misses. Trials and civil suits follow; expressway builders eventually provide special exit for locked-in couple.

## Lochner Plan Looks To 1970

The Lochner Plan, looking ahead to traffic conditions in 1970, presented a sound, workable program for transmitting traffic into and out of the downtown area, based on their own estimates of population growth during the ensuing twenty-six years. Lochner's estimate of growth was, however justifiably, faulty and his expressway plan, while good, was inadequate.

It was estimated, for example, that the city proper would have a population of 400,000 in 1970. Today, more than nine years short of 1970, there are 421,590 cars and trucks alone in the Metropolitan area, and city proper population is already far ahead of the 1970 prediction. The estimate for

Atlanta's loop-the-loop's and Curly-Q's have proved tough sledding for some unsophisticated visitors. But Atlantans are rapidly becoming old hands at maneuvering their slopes. This one is on the South Expressway near the Farmers Market.



Rawson Haverty, chairman of the Chamber's expressway committee, speaking before the board of directors on problems of the expressway system. The Chamber expressway committee is working with officials in trying to solve nagging problems, particularly regarding the downtown connector.





Metropolitan Area population in 1970 — 750,000 — was reached and passed sometime in 1954. Another important factor which Lochner couldn't properly consider: Easy credit and high-paying jobs put a new automobile into every garage and today, in the face of continuing prosperity, more and more people are buying *two* cars.

In any case, Lochner, using the best tools available at the time, mapped out an expressway system very similar to the complex now being built or planned for Atlanta. The program called for a downtown connector with routes extending to the north (with a branch to the northeast), to the west, to the south, and to the east — all connecting with the interstate highways on the Federal system. No circumferential route was proposed.

The Lochner Report was completed in January, 1946, and by the middle of that year voters had approved a city-county bond issue for expressways. Atlanta was formally in the superhighway business.

A Joint City-County Bond Commission was set up in 1946, with W. O. Duvall as chairman and Mose E. Cox as executive secretary. Representing the county on the Commission were, besides Mr. Duvall, T. B. Mann, I. M. Sheffield, Preston Sumner, and Robert MacDougall. City members were Frank H. Neely, Everett Millican, A. G. Matthews, Jackson Dick, and E. S. Papy.

The city and county bought the right-of-way for the North-South legs of the system and put up about half of the money for construction, with state and federal governments participating in the balance.

The first contract for construction was let in 1948, involving the North leg from North Avenue to Brookwood Station, and closely followed the Lochner plans. City and county bonds were also used in the South leg, from Richardson Street to the county line below Atlanta Airport. Continuing to move along with city-county money (which was rapidly running out, meaning that additional bond issues would be needed), the Northeast leg, from Brookwood Station to the city limits, and the Northwest leg, from Brookwood Station to its present terminus just north of West Paces Ferry, was constructed.

In the meantime, studies and surveys continued to update the Lochner Report, keeping Atlanta on its toes, and, in Washington, a favorable climate was felt which would allow passage of the long-awaited Federal Highway Act.

### Interstate Program Takes Over

On June 29, 1956, in the midst of hip-hip-hooray's from one side and hardboiled criticism from the other, President Eisenhower affixed his signature to Public Law 627 and the Federal Highway Act, talked about for the past thirty years, became a reality.

The highway bill provided that a 41,000-mile net-



work of superhighways be built across the United States, with the federal government footing 90 per cent of the cost (on a pay-as-you-go basis from gasoline taxes) and the individual states paying only 10 per cent. This meant superhighways for the rural areas between the major cities and modern expressway systems within the cities themselves.

Georgia enthusiastically embraced the program and agreed to participate for its share of the costs. The Interstate Program took over completion of the various expressway projects in 1956 and, in 1957, estimated it would spend \$806,208,000 on highways in the state. The city-county bond commission was dissolved and the Interstate Program immediately broadened plans for the Atlanta expressway system.

(Of the original estimate, approximately \$646,470,000 has already been spent in Georgia and, of that amount, \$157,896,000 was spent in urban areas, principally Atlanta.)

The Lochner plan, if it had been followed exactly, would have provided 32.5 miles of expressways. Now, with 287,300 vehicles entering and leaving the downtown area daily, plans call for a total of 119 miles of expressways. And, it is entirely reasonable to state that if Atlanta continues to boom at its present rate — and everything points to even more progress in coming years — even that won't be adequate ten years from now.

The expressway system now planned for Atlanta can be roughly divided into eight major components. A list of these components, with pertinent information concerning them, follows.

**CIRCUMFERENTIAL HIGHWAY, Interstate 285:** Actually ten separate expressway units; two

No other section of the Atlanta expressway system has caused so much trouble as the downtown connector, shown in this retouched photo. This costly monster will connect all expressways, giving entry and exit into downtown from any direction. All right-of-way has been secured, but problems continue to plague the project. The total cost, when complete, will be approximately \$23,000,000, including money already spent on right-of-way. No definite date has been set for letting of the contract — and no one is speculating as to when it will be done. Best bet for completion: 1965 at least.







**Question:  
will the  
Atlanta  
expressway  
system  
now planned  
be adequate  
in 1970?**



**SAM ALLISON, STATE HIGHWAY URBAN ENGINEER:** "Sure. It will be adequate for our present needs, but we'll always need more. When this is finished, we will build more."



**ROY A. FLYNT, STATE HIGHWAY PLANNING ENGINEER:** "We are inadequate now. In order to go ahead from here, we are doing a study to find out exactly what traffic we'll have and where it'll be going. Expressways will never be able to handle everybody. We must also have rapid transit, adequate parking, well-placed shopping centers, and good intercity streets."



**C. A. CURTISS, STATE RIGHT-OF-WAY ENGINEER:** "How many children will we have in 1970? Can you tell me that? And how many of our children will be driving cars ten years from now? We don't know what the future will be."



**MORRIS L. SHADBURN, STATE HIGHWAY ENGINEER:** "The way Atlanta is growing now, I'd say nothing will be adequate in 1970. We need to continuously improve our roads and highways."



**JIM L. GILLIS, CHAIRMAN OF THE STATE HIGHWAY BOARD:** "I don't think so."

units now under construction, one unit expected to be let for construction later this year, and seven units to be let in 1962. Total length: 61.5 miles. Lanes: Four lanes mostly, expanding to eight near major interchanges. Estimated completion: 1964.

Very few sections of Atlanta will escape the influence of the circumferential route. Travelers who must pass through Atlanta enroute to their destinations will use the route, completely missing the customary confusion and congestion now experienced by transients passing through the city. Too, with the transients not using major arteries into the downtown area, these expressways will be less congested and local traffic will gain by their absence.

Several planned industrial districts lie along the circumferential highway route. These include: Central District, East Ponce de Leon District, Tucker-Stone Mountain District, Chamblee-Doraville District, and others. Many workers in these districts will have a more direct route to their homes along the superhighway.

**NORTHEAST EXPRESSWAY, Interstate 85:** Status: completed in 1954. Joins Northwest Expressway at Brookwood Station and runs northeast to Suwanee. Lanes: four from present terminus to Brookwood Station and six on in to the Downtown Connector. Now approaching (at peak hours) design-capacity.

The Northeast Expressway now serves the following areas: Chamblee, Doraville, the north DeKalb area, Norcross, Buford, Peachtree Hills, Brookhaven, Ashford Park, North Atlanta area, Peachtree-DeKalb Airport, and others.

**NORTHWEST EXPRESSWAY, Interstate 75:** Status: completed in 1955. Joins Northeast Expressway at Brookwood Station and runs northwest to just north of West Paces Ferry Road, then joins four-lane Marietta Highway. Lanes: four from present terminus to Brookwood Station, then six on in to Downtown Connector. Now approaching (at peak hours) design-capacity.

The Northwest Expressway now serves the following areas: Marietta and Lockheed, Smyrna, western section of Buckhead, West Paces Ferry Road area, Moores Mill Road area, and others.

**EAST EXPRESSWAY, Interstate 20:** Status: now under construction. Section from Candler Road to Lithonia set for completion by July, 1961; section from Candler Road to Hill Street set for completion by June, 1962. Lanes: six lanes into Candler Road, eight on in to the Memorial Interchange. Progress: Satisfactory.

The East Expressway will serve the following areas: Lithonia, South Decatur, southern DeKalb area, Candler Road area, Southeast Atlanta area, and others.

**WEST EXPRESSWAY, Interstate 20:** Status: now under construction from Memorial Interchange  
(Continued on page 58)



The famous old city of Atlanta is coming of age. This is the town which movies and books have long portrayed as the hub of Southern hospitality and the Fried Chicken Capital of the World. But Atlanta is changing . . . has changed, in fact. This booming nerve center of the South has turned a new face to the nation. And it's a broad-beamed face of fancy new skyscrapers, fast-moving expressways, great wealth, and plenty of hustle. This is Atlanta in the

60s





It might be said that Atlanta has seceded from the Confederacy. Rebel flags and Civil War relics came off the office walls years ago, and have been replaced with aerial photographs of the city's impressive new skyline. Stately white-columned mansions along Peachtree, once proud homes, are now filled to their ante bellum attics with office workers.

Any visitor who comes looking for magnolias, mint juleps, or moonshine is bound to be disappointed; and any Atlantan will tell him that there are more peach trees in Pittsburgh than there are on Peachtree Street.

The boom of demolition rocks the city from stem to stern and nowhere can one escape the clacking of pile drivers. Broad new expressways are cutting through the city's heart; gleaming new shopping centers are drawing a new ring around the town; and towering new skyscrapers have come along to overshadow the Atlanta visitors once knew.

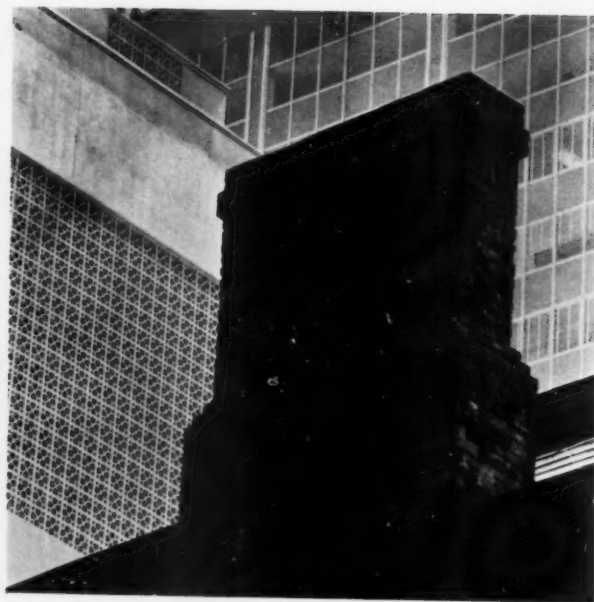
Rumors fly everywhere. Someone says a new forty-story skyscraper will be built here, and is countered with news that a thirty-story structure will be built there. An eager air of anticipation grips the city. Citizens who once pointed with pride at the brand-new city hall are now blasé and cosmopolitan when told of plans for fabulous new buildings.

In short, Atlanta has outgrown its reputation of charm and graciousness. It's still charming, and still gracious — but in a hustling, bustling, booming sort of way.



PHOTOGRAPHS BY LEVITON-ATLANTA






END



by Dr. Kenneth C. Wagner



Shortly after 9 a.m. on the morning of January 23, 1959, two representatives of Crown Cork & Seal Company, Inc. sat down in strange surroundings — a conference room on the Georgia Tech campus. They had just been introduced by an executive of the Georgia Power Company to three staff members of the Engineering Experiment Station's Industrial Development Branch. A representative of the Trust Company of Georgia rounded out the seven man group seated around the long table.

The questions which followed brought a flurry of statistical answers — and what may have been something of a record in corporate decision-making. For, precisely two weeks after this first formal conference between company executives and Tech researchers, Crown Cork & Seal finalized a decision

to build a multi-million dollar can and bottle cap plant in Atlanta. This rapid decision was made despite the fact that at the time the conference was held Crown had no definite plans for construction of an additional manufacturing plant in the Southeast. As a matter of fact, the company's capital expenditures budget for 1959 had already been fully committed.

What prompted Crown Cork & Seal — and subsequently American Can Company — to quickly make a plant location decision that ordinarily might require as much as a year and a half or two years? And what significance does that decision have for Atlanta's future?

The highly competitive nature of the can manufacturing industry is part of the answer to the ques-

tion of why the decision was made so promptly. But the "Open Sesame" to Crown's capital expenditures budget was the eye-opening set of figures presented to company representatives during the January 23rd conference on the Tech campus.

Those figures revealed an estimated total annual market of 339,000,000 cans. The size of this total market had never been actually measured before because of the difficulty of piecing together the total picture. The area's largest users, in particular, split their orders in such a way that it was almost impossible for any one of the companies competing for the business to know the total consumption in the area.

President John F. Connelly, in a letter to Governor Vandiver, noted that "We would not have known the size of that market, nor would we now have a plant in Georgia" had the research not been done. He added that the analysis "... gave us information we simply could not ignore. The result was our decision to build a major installation in the Atlanta area."

The implications of the "Crown Cork & Seal Story" are clear — other companies will come as Crown has come if they can be shown, with the same precision, that the Atlanta area offers such an attractive location that they simply cannot afford to not locate a manufacturing facility here.

## Why Bother?

But why bother with research? What difference will it make to Atlanta's future if the city's and state's potentials are analyzed carefully or casually? Wouldn't one or more can manufacturers have come to Atlanta eventually anyway? Wouldn't it merely be a matter of timing?



Unfortunately, in many instances a single branch plant — perhaps subsequently enlarged — can serve a company's needs throughout the entire Southeast. In other cases, particularly in new fields and where products have a high value, a single manufacturing plant may even serve the entire country. Or, a plant may actually be established not primarily to secure additional business, but to minimize possible losses. Failure to measure Atlanta's potentials precisely — and then to keep such information current — can be costly indeed.

## Strength and Weakness

The map of electronics plants in the Southeast shown below provides one excellent illustration of Atlanta's need for industrial and economic research. It also points up an intriguing paradox — that Atlanta's existing research facilities are both a strength and a weakness. For the unusual capabilities available in Atlanta to help develop the city's industrial potentials have not been exploited to the city's advantage. At the same time, Atlanta lacks certain types of research facilities, particularly in the industrial field, which leave its research complex unbalanced and incomplete. Fortunately, some of the capabilities which already exist can be used to rapidly fill the industrial void which is Atlanta's greatest research weakness.

## The Electronics Lag

Atlanta's failure to attract a single major electronics manufacturer provides an excellent example of the need for careful analysis and systematic promotion of the industries which should be attracted to the area.

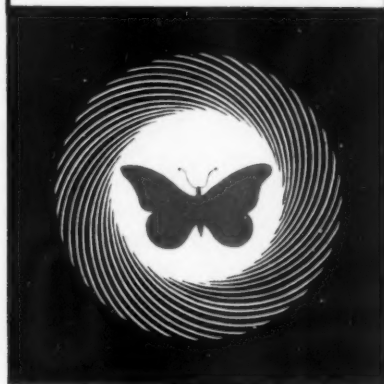
The accompanying map shows Georgia's and Atlanta's startling lack of electronics plants. Scientific-

*(Continued on page 46)*

ELECTRONICS EMPLOYMENT



## THE CHANGING FACE OF THE TEXTILE INDUSTRY



*by James L. Townsend*

Two months ago, toward the tail end of March, President Kennedy received at the White House a delegation of 16 congressmen headed by Rep. Carl Vinson of Georgia. The meeting — which lasted for an hour and 17 minutes — was concerned with the plight of the textile industry in this country. Since textiles represent the largest industrial employer in Georgia, several of the congressmen were Georgians.

The President listened sympathetically to the problems outlined by the group and, according to Rep. John J. Flynt of Griffin, Georgia, showed “a remarkable knowledge” of the subject. He did not commit himself to a course of action, but promised extensive study of the situation.

Later in the same week, the President received a similar delegation of senators from the textile states and has, since that time, received individual senators and congressmen on the same subject.

The cause of this flurry of action in Washington is not altogether clear to the casual newspaper reader. The textile industry has been in deep trouble for several years now, and cotton imports — a major factor in the industry's troubles — have been

rising steadily since the end of World War II.

What brought the sudden, highest-level action was the simple realization that the textile industry is on the brink of ruin.

There have been in the past few years several sub-committee reports concerning the textile industry in general, and the cotton imports in particular. The most notable of these has been the Pastore Report, which resulted from a senate sub-committee investigation headed by Senator Pastore of Rhode Island, a major textile state.

The Pastore Report brought home some startling facts. It reported, for example, that more than 800 textile mills have closed their doors and gone out of business in this country since 1947, and that 400,000 people have been thrown out of work.

The essence of the report was this: The textile industry is beset by many problems which the industry itself can and should solve. But the greatest problem of all — and the most dangerous one — must be solved by government. That is the question of foreign imports.

The Pastore investigation showed that in 1947



the United States exported \$1.4 billions in cotton goods and absorbed \$366 millions in foreign goods. By the end of last year that trade balance had been radically reversed: our exports were down to \$694 millions, and imports were up (150%) to \$954 millions. And the relationship has grown more out of balance with each passing month of this year, causing Senator Herman Talmadge to remark, "Time is running out on the textile industry."

### What caused the problem?

Cotton — like other farm products — is produced in this country in surplus quantities, and is subject, therefore, to price supports. Cotton, further, is a commodity and subject to the considerable fluctuations of the commodity exchanges. That means simply this: The price of cotton is determined by the amount of cotton available. When it's in short supply, the price is high; and when there is an abundance — as there is today — the price is low. The government therefore provides a price support.

That support takes this form, roughly speaking: The U. S. government, through its Commodity Credit Corporation, sets its own guaranteed price for cotton. The price is set for a full season and is set in advance. If the government price, based on acres in production and other factors, is 33.04¢ a pound, and the domestic market price is lower, the farmer may *borrow* 33.04¢ a pound for his cotton from the Commodity Credit Corporation, regardless of what the domestic market price is on the day he sells.

Now the problem really begins. The government will have about 2,000,000 bales of cotton at the end of the season this year, which is early fall. Textile mills in this country may buy that cotton at 33.04¢ a pound. The world price for cotton, however, is 8½¢ less than that; mills in Hong Kong, Japan, Portugal, and elsewhere may therefore buy the same American-grown cotton (through exporters) for 8½¢ a pound (or \$42.50 a bale) less than the American mills pay.

American mills claim that foreign mills buy our cotton cheaper than they themselves can buy it; that these same foreign mills produce cheap-labor cotton goods from that cotton; and, finally, that these cotton goods are imported back into the United States to be purchased by the American consumer more cheaply than American-made products.

### What can be done about imports?

Senator Pastore is the first to admit that the textile industry has many problems besides foreign competition. One important factor is that the American consumer is spending less of his dollar on clothing. Per capita consumption of cotton goods dropped from 30.9 pounds per person in 1950, to 23.8 pounds per person in 1960. It's a simple fact that less cotton products are being bought.

There are many other problems, all serious in

nature, which will be dealt with later in this article. For the present, let's consider imports.

Five years ago the largest importer of cotton cloth into this country was Japan. Too much imported cotton goods were coming in so, by executive agreement, Japan voluntarily limited its exports of these goods into the U. S. The agreement was to be in effect for five years and will, of course, be renegotiated this year. It was thought that Japan, by its action, would contribute materially to reducing imports.

What happened, though, was that Japan simply lost ground. In 1958 Japan accounted for 60 per cent of the cotton goods imported into this country; last year their imports amounted to only 28 per cent. Portugal, Hong Kong, Spain, France, Pakistan, Korea, Egypt, and Formosa accounted for most of the rest. In other words, when Japan limited its imports, everybody else simply increased their share. Total imports rose astonishingly.

Several factors worked together to create the situation. The one constant, crucial variable is wages. The textile worker in this country earns an average of \$1.50 to \$2 an hour. Similar workers in France earn 30¢ an hour, in Italy, 20¢ an hour; and in Japan or Hong Kong, the hourly wage runs from a maximum of about 15¢ to a minimum of 6¢ or less.

Another factor, already mentioned here, is that these countries can buy cotton for less than American mills, not only from the United States but from other nations as well.

A third factor is equipment and machinery. Most of the equipment in use abroad was built and installed in the last fifteen years and is therefore newer than equipment in American mills. (Much, but not all, of the equipment was paid for by U. S. foreign aid dollars.)

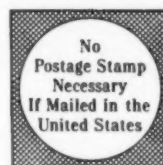
The last factor is technology. There existed a myth in the minds of Americans that "good old Yankee know-how" would keep us forever ahead of the world. The idea was just that — a myth. Oriental technology in the field of textile manufacturing is as good as ours, and sometimes better. This country once enjoyed a great advantage in productivity over everyone, but that productivity gap is growing steadily narrower. Therefore, we cannot assume that higher production costs here are offset by higher productivity.

So the import situation worsens. And, unless something is done to change things, it will get still worse before it gets better. When a non-industrial country (such as Korea or Formosa) begins to industrialize, the first move is to textiles, in order to put clothes on the backs of its people. What has happened, though, is that the clothes have been sold for American backs. Now the industry is waiting for the new African nations to industrialize, beginning with textiles.

There is another interesting point here. If the

(Continued on page 53)





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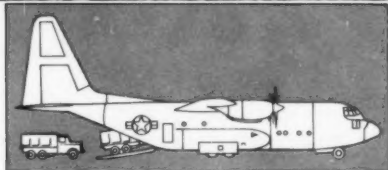
**It's 6:14 a.m.** Minutes from now thousands of cars will begin to converge here from all over the Greater Atlanta area. They'll fill this immense lot to overflowing as they bring the biggest aerospace team in the Strategic Southeast to their jobs at Airlift Center, U.S.A.—headquarters of Lockheed Aircraft Corporation in Marietta. Here in America's largest aircraft plant under one roof (76 acres of production floor space) the 10,000 men and women of Lockheed/Georgia manufacture vital airlift sinews for America and the Free World.



# t Airlift Center, U.S.A.

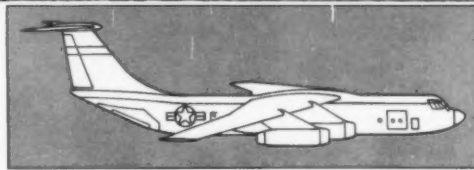


**C-140 JetStar** utility jet transport for U. S. Air Force, U. S. Navy.



**C-130 Hercules**, proved in service with Air Force, Navy, Marine Corps, Coast Guard.

**Lockheed/Georgia** is now at work on these three planes



**New C-141** turboprop for the Military Air Transport Service is the world's first jet designed for airlift.

**LOCKHEED GEORGIA**

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From 1918, when Mail Advertising was in its infancy, until today when it is the second largest advertising medium of all, Grizzard Advertising has been furnishing Southern business with lists, ideas and productive know-how for effective use of the mails. Our organization of over 50 mail experts is trained and equipped to handle any mail problems from the writing of a single letter to series mailings involving hundreds of thousands of pieces. Incidentally both types of jobs and all sizes in between are in our plant right now. We can handle yours efficiently, too. Call JACKSON 3-8441.

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**ATLANTA CHAMBER OF COMMERCE**  
**P.O. BOX 1740**  
**ATLANTA 1, GEORGIA**







When Dom Wyant was growing up in the Little Five Points area of Atlanta, he was trying to make up his mind whether he wanted to practice law or go to West Point and become a career Army officer. Shortly after he graduated from Boys' High School in 1945, he was drafted into the Army and subsequently received an appointment to the West Point preparatory school in Newburgh, N. Y. In the ensuing months, he decided on a career in law. Today at 34, he is a rising corporation lawyer with two degrees from Harvard.

For the past two years, he has been a partner in the prestigious Atlanta firm of Crenshaw, Hansell, Ware, Brandon & Dorsey. Like any young man who has scrambled so nimbly up the steep slope of success, he must fight the temptation to relax. But lawyer Wyant will let you know he is aware of the great gulf of knowledge and experience that separates him from the first-rank distinction he is aiming for.

There is another reason why Dom isn't inclined to nestle snugly into the comfortable niche he has already carved out for himself. He acknowledges the existence of something he calls "the unenforceable obligations of citizenship." He will tell you that the burdens of public service must be borne by earnest and enlightened men, or they will become opportunities for the unscrupulous to exploit at the public's expense.

Dom is keenly aware of his political environment and casts an especially perceptive eye on the arena

of Southern politics. In high school his favorite subject was American history. In college he majored in government and political science. His senior honors thesis dealt with Georgia's enigmatic agrarian radical, Tom Watson. And he belongs to that growing breed of young Southerners who see splendid promise for a Southland finally freed from its self-imposed shackles of conformity and provincialism.

Add all this up and you have an affable, earnest and gifted young lawyer who very likely harbors some nascent political ambitions. The truly unique element is his solid attachment to the Republican Party.

Dominique H. (for Homan) Wyant is a native son of Atlanta, born February 21, 1927, to Mr. and Mrs. W. K. Wyant. He was reared in the big comfortable frame house at 1204 Druid Place, N.E., where his parents still live. He is the youngest of four boys. Two brothers are in business with their father (Wyant & Sons Paper Co.) and another is a newsmen in St. Louis. Dom attended Highland Elementary and Bass Junior High right in the neighborhood. He went on to Boys' High where he served as president of the student body. Like many another successful Atlantan, Dom declares that the grand old man of Boys' High, former principal H. O. Smith, had greater influence on him than anyone else outside his own family.

After his Army tour, Dom entered Harvard University and was graduated cum laude in 1950. Three years later he emerged from Harvard Law School with an LL.B. degree. He practiced for a short time with a large firm in New York. But the lure of Atlanta was strong enough to bring him back here in 1956, whereupon he joined Crenshaw, Hansell, Ware, Brandon & Dorsey as an associate. Less than three years later, he was made a partner.

Dom also joined the Atlanta Junior Chamber of Commerce in 1956. Now he is winding up his year as president. It has been a big year, for it has included laying the groundwork for the national convention here this summer. That has meant sweeping the decks clean of the routine projects well in advance of normal deadlines.

Until fairly recently, Dom was one of Atlanta's most eligible young bachelors. Last December he was married to Julie Gay, daughter of Mrs. J. Gaston Gay and the late Dr. Gay of Atlanta. They live in the Tuxedo Apartments at 3564 Roswell Road, and they attend First Presbyterian Church.

Young Mr. Wyant is a musical comedy fan and has grown fond of grand opera. He confesses that he first began attending the opera without much enthusiasm, rather as a homage to the arts. But now he looks forward to the Met's tour each year with genuine interest.

*Fred Hartley*

## General Motors in Atlanta

*General Motors has spent more than a billion of its dollars in the Atlanta market and takes an optimistic view of the future. This is the first of a series on major industries in Atlanta.*





On a dull Wednesday morning in the winter of 1927, ten teams of horses lined up in a field near the Federal Penitentiary in Atlanta and, at the crack of a whip, set about uprooting trees and stumps to make way for the mammoth Chevrolet plant which now stands on the site.

This action was met with loud hollering and a raft of giggles, snorts, snickers, and side remarks from a small band of citizens who stood nearby. The bystanders—mostly farmers from around the county—were of that tireless breed who still considered the horse to be God's foremost instrument of transportation. The sight of horses being used to clear the land for a motorcar factory was to them a point of pride and sufficient cause for the raucous ribbing.

General Motors endured, however, and by the time the plant had been in operation for a year 30,000 Georgians—everybody who could put together \$510 in hard cash—were driving about in Atlanta-built Chevrolets.

It was an auspicious beginning for GM in Atlanta, and represented the early blossoms of a long and happy marriage between the Southern city and the damyankee corporation. The affair is still blooming and has today reached such proportions that GM is now, even to the most ribald rebel, as Georgian as Stone Mountain.

Production in the Chevrolet-Fisher Body plant actually began on April 13, 1928, and its economic impact on the area was felt immediately. A total of 935 Georgians found employment in the first year and took home nearly a million dollars in their pay envelopes.

There was another important economic factor. In line with GM's new policy of "building cars where the business is, and buying supplies right next door," the new plant became a major market for the products and services of hundreds of local business firms. Scores of new businesses sprang up almost overnight, and the real winner was the small businessman who broadened his product base or developed new products especially for Chevrolet. Most of them still supply the plant and their business has grown steadily because of it.

General Motors Corporation was then, and is now, the most amazing economic animal ever to happen to Atlanta. The growth of its operations here has been fantastic—new buildings, new plants, zone offices, regional offices, financing offices, warehouses, training centers, GMC truck divisions, and on and on. GM in Atlanta now includes three assembly plants and six major warehouses. Atlanta is the hub of its operations in the South and no other Southern city has an assembly plant of any kind.

Attempts to analyze its size and influence in Atlanta become a mere play on words, but for the uninitiated, here are some interesting figures.

- If all of its operations in Atlanta were housed in one building the size of the Bank of Georgia, the structure would rise to 366 stories. Put another way, GM, if its operations were all downtown, would occupy more than half of the rental space now available.

- GM has built 3,725,611 cars and trucks in Atlanta, enough to put a new vehicle in every garage in Georgia and Alabama. Cars and trucks built here are delivered to Georgia, Alabama, Florida, Missis-



## GM Suppliers Prosper

General Motors has been saying for years that when a GM plant is built, small businesses around it prosper. Bill Ziegler, president of Ziegler Tools, Inc., in Atlanta, has expanded on the subject.



Bill Ziegler

"GM has been good for us," he said. "They're good people to work with. I won't say that our business wouldn't have prospered without them — we've got other good customers, too — but they've certainly been a major influence."

Ziegler Tools was organized in 1948 as the Cornwell Tool Company and Bill Ziegler was the only full-time employee. He set out to crack the GM market right away and, by 1949, was selling sockets, wrenches, screwdrivers, hammers, tool boxes, and other hand tools to the BOP plant in Doraville and Chevrolet-Fisher Body.

Other big accounts include Ford, Lockheed, Delta, Georgia Power, and several other divisions of General Motors. Ziegler now provides, in addition to his old line, such items as cutting tools, precision tools, air tools, and other, more precise, tools.

Sales have increased from \$50,000 in 1949 to more than a half-million last year, and Bill Ziegler is hammering home an even bigger goal for this year. The firm has grown from a one-room office in 1948 to a major supply firm occupying 6,000 sq. ft. of space (430 Luckie Street), employing 22 people, and carrying an inventory of \$175,000 or more.

Ziegler was asked how he managed to become a supplier for GM. His answer: "Same as anybody else. I called on 'em, and called on 'em. Then I called on them again."



Mississippi, Arkansas, North and South Carolina, and Tennessee.

■ The corporation has spent more than a billion of its dollars in Atlanta and, last year alone, an average of 7000 employees took home nearly forty million dollars in payroll checks. Another thousand Georgians — firms supplying GM facilities locally — received checks for another forty millions. And GMAC, the financing arm of GM, has fifty million dollars worth of auto loans on its books.

Staggering? Yes . . . and from another standpoint, it's even more so. GM has 7000 employees, representing 7000 families—enough people to populate a town the size of Brunswick!

Major expenditures in Atlanta during 1960 were for expansion and modernization, freight and transportation charges, utilities, locally manufactured items used in the finished cars and trucks, and other goods and services. GM's national shopping list, however, included some rather bizarre items, many of which found their way into local operations. (Examples: ground apricot pits, undertaker's gloves, parachutes, pigeon traps.)

### More Expansion Possible

Operations in this area are continually expanding. The pot boils constantly in Detroit, and vital decisions are made every day. And someday one of those decisions will again affect Atlanta; for it is a fact that, while Atlanta is pleased with GM, so too is GM pleased with Atlanta. The vast local activity now proves that, and General Motors' officials never miss an opportunity to express their pleasure with the area.

Back in 1927, when the corporation decided to decentralize its production facilities, Atlanta was one of the first sites chosen. In 1947 the decision was made to establish Buick-Oldsmobile-Pontiac plants in six sections of the United States; Atlanta was again chosen to represent the South. In 1954 it was a major General Motors Training Center; and 1958 saw the establishment of a supply depot covering 282,500 sq. ft. of space. From its first move to the area, with GMAC in 1919, General Motors has constantly expanded its operations. Warehouses, zone and regional offices, AC Spark Plug Division, Euclid Division (earthmovers), Mo-



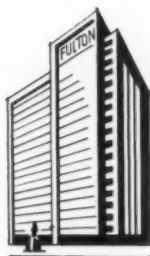


*The Bank  
with the right  
attitude and altitude*

■ The right *attitude* and *altitude* are prime qualities of a good banker. At Fulton National, businessmen find a different *attitude*—that of trying to meet the exact needs of a customer and adapting our facilities to their requirements. In short, they find an *attitude of helpful service*.

■ You will also find a different *altitude*. Our men are friendly and “*down to earth*.” They are familiar with production, distribution, finance and sales problems and always eager to help you make more profits. Often they can point out extra ways to save on your financing costs.

■ Visit your nearest Fulton National Bank today. There are twelve convenient offices located throughout Metropolitan Atlanta. You'll like The Fulton National *attitude* and *altitude*.

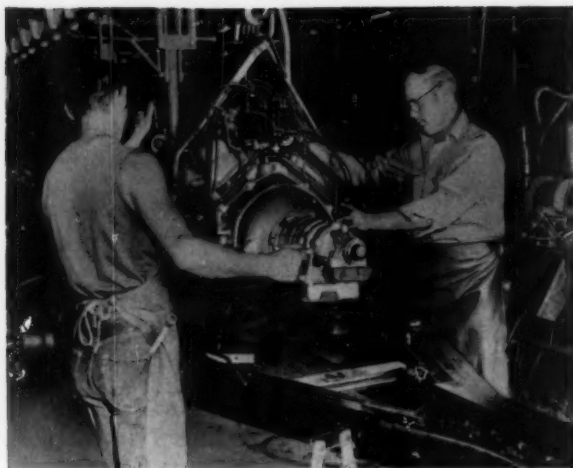


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tors Insurance Corporation, Frigidaire Division, and others — most of the far-flung GM operations have come to Atlanta. And each new move has meant new jobs, new money, and new taxes.

Vast as the local operation is, though, only a fraction of GM's manufacturing divisions are located here. The corporation builds 65 per cent of all the diesel locomotives in the country and 80 per cent of the buses. Its Delco-Remy Division builds a substantial percentage of all automotive electrical equipment; the AC Spark Plug Division is a major factor in its market; Frigidaire is a well-known name in refrigerators; the Euclid Division manufactures earthmoving equipment; and Cadillac builds fine motorcars. None of the manufacturing facilities for these products is now located here. It's possible, however, that the situation will change. No Buicks or Pontiacs or Oldsmobiles were built here for a long time, either. But they're running off the line now.

Nobody knows what the future holds, including GM. And they aren't making any predictions beyond saying that present facilities here are eminently satisfactory.

What about compact cars? Right now they are being built at a truck plant in Willow Run, Michigan, and some models are coming off B-O-P production lines. If the market continues to grow, GM will undoubtedly decide to start producing some compacts here. It probably won't mean a new plant and, for that matter, might not create a host of new jobs. But it would certainly stabilize employment in existing plants.

### How They Build The Cars

Adding a completely new vehicle such as the Corvair or Tempest to a production line now building Chevrolets sounds a little unreasonable to the layman. But to the tooling department of Chevrolet the problem, while difficult, would be just another job. As a matter of fact, if they had to, Chevrolet could start producing Oldsmobiles in addition to its



present models.

The Buick-Olds-Pontiac plant at Doraville builds specific automobiles for specific dealers. That is, the cars aren't built on speculation; GM learned long ago that national auto markets can't be predicted in advance. Consider the fact that B-O-P builds cars in more than a million different combinations for its customers' orders and GM's reasoning becomes clear. Today, a car is started on the assembly line only when a specific order is on hand.

After the order is received the production process begins. Here, in a highly simplified form, is how the car is built:

An order is received from, say, a Buick dealer in Tampa for a four-door Invicta sedan. The dealer specifies exactly what he wants on the Invicta — power brakes, power steering, air conditioning, blue upholstery, radio, heater, rear axle ratio, and a hundred other variations. The B-O-P internal teletype service immediately informs all interested departments, and, on the far end of the plant, the car-building process begins with the floor pan hitting the assembly line.

The layman always imagines an auto assembly line to be a very long, very straight one, with workers on both sides of it. The assembly lines (there are several) weave and bob, going upstairs and downstairs. At one end of the plant a workman is assembling the Tampa dealer's front seat; somewhere else a sub-assembly department is putting the deck lid onto a moving line; doors, shrouds, side panels, wheels, grille, instrument panel, taillights, and the thousand other components are all put onto a moving line which will eventually pass, at just the precise instant, the vehicle being assembled.

(Bear this in mind: all the parts being assembled and placed on the line are being built for this specific car and won't fit anything else. Auto production is a perfectly-timed process.)

The body is on one section of the line. As it moves along, sections of it are attached. Workers take the

*(Continued on page 44)*



Rich's believes in downtown Atlanta . . . and in its surging vitality. At least two million dollars worth of retail sales are rung up within a mile of five points on a typical day. Hundreds of thousands of dollars worth of securities change hands. Legislation affecting almost four million Georgians is passed. Over 3,625,000 pieces of mail are dispatched daily. 250 carloads of freight are loaded. Symbolic of this faith in downtown Atlanta's teeming prosperity is Rich's new six-floor parking garage rising at Forsyth and Alabama streets. This sweeping modern structure, which will house 650 cars at peak operation, is something daring and different in urban parking. The spiral quick-exit ramp is the first in the South. Elevators will furnish direct access to the Store for Homes. Its look will be airy, spacious . . . unadorned. This bright new facet of downtown Atlanta is scheduled for completion early this fall.

# RICH'S

ATLANTA BORN . ATLANTA OWNED . ATLANTA MANAGED

## New Members

*The Chamber is seeking 500 new members for the year 1961. A list of firms and individuals who have joined thus far this year follows. We take pleasure in welcoming them.*

AAA Costume Shop  
Steve Alexander Insurance Agency  
American Business Machines Company  
American College of Technology, Inc.  
American Cross Agency  
American Optical Agency  
Angelica Uniform Company  
Anthony's Print Shop  
Associated Industries of Georgia  
Atlanta Admiral Benbow Inn Restaurant  
Atlanta Pet Hospital  
Atlanta Public Library  
Atlanta Tire Tread Service, Inc.  
The Bank of Gibraltar  
Barnes & Hogen, Inc.  
Belcher Chiropractic Clinic  
H. R. Bish Company  
John S. Blick & Son  
Blue of Atlanta  
Jack Bowen Company  
Brakeley, Newberry, & Company  
Brewer & Munday Engineering Co.  
Buckhead Standard Service Station  
Burton Dixie Company  
Campbell Pharmacy  
Canada Life Assurance Company  
Car-Go Service, Inc.  
E. Lee Carteron  
Catalina Swim Suits, Inc.  
Lewis Cenko & Company  
City Linen Service  
Clark Associates  
Coe & Payne  
Commercial & Financial Consult., Inc.  
Continental Investment Corporation  
George T. Cook & Company  
Corn Products Sales Company  
Covington Industries, Inc.  
Cox Insurance Agency

Crawford Door Sales Co. of Atlanta  
John K. Cross  
Dairy Dan Southeast, Inc.  
Datafax Corporation  
Dean Van Lines, Inc.  
Dixie Dress Manufacturing Company  
Dixie Seal & Stamp Co., Inc.  
Dixie Textile Waste Company  
Dixieland Enterprises  
Donaldson Woods Company  
Electrical Associates  
Epsten Insurance Agency  
Famous Artists, Inc.  
Fickling & Walker  
Filon Plastics Corporation  
T. W. Fitzpatrick  
Frostop Drive-In Restaurant  
General Lithograph Company  
Sidney T. Gerringer  
D. Geller Wholesale Jewelers  
C. Eugene Gilbert, Attorney  
John W. Gillon  
A. S. Giometti & Associates, Inc.  
Gladwin Plastics, Inc.  
Graf Realty Company  
Greater Georgia Construction Co., Inc.  
Guaranty Title Insurance Company  
Guardian Chemical Company  
Hardin House of Photography  
Harper Printing Company  
Harris, Inc.  
Harris Mortgage Company  
John J. Harte Engineering Corp.  
Harty Kilgore, Builder  
Holiday Inn, Northwest  
Howard Paper Company  
Charles Hulén Associates  
Industrial Realty Co.  
Insurance Underwriters Inc. of Georgia  
Johnson & Staley  
Richard R. Jones, Attorney  
Joseph's Ready-to-Wear Shop  
Keelin Construction Company  
Kennesaw Life & Accident Company  
A. M. Kidder & Co.  
Lane Bros. Photographers

Lewis Sales Co.  
A. R. Lord & Sons  
Lufthansa German Airlines  
Henry F. McCamish, Insurance  
J. H. McGarity  
McGregor-Vantress Corp.  
Patrick-McGinn Design Associates  
McKinney Drilling Co.  
McNeel-Rankin, Inc.  
Marketing Services Company  
Manning, Maxwell & Moore, Inc.  
Mark Inn Motel  
John Kell Martin Agency  
Matthews Super Market  
Medical & Dental Management  
Charles H. Miller  
Mingledorff's, Inc.  
John H. Mitchell, D.D.S.  
James R. Mock Associates  
Montgomery Associates  
Moore-McCormack Lines, Inc.  
Mark Morris Advertising Specialties  
Nall, Miller, Cadenhead, & Davis  
National Council of Churches  
Henry D. Norris  
Old Hickory House, Northside Drive  
Old Hickory House No. 2  
Opitronic Corp., Inc.  
J. D. Otwell, Appraiser  
Clifford Oxford, Attorney  
P & H Homes, Inc.  
Painter Distributing Company  
Park Agency  
Peachtree Doors, Inc.  
Peachtree Hospital  
Perma-Stone, Atlanta Company  
Pickerton & Laws Company  
Plowden & Roberts, Inc.  
Poole & Wood Associates, Inc.  
Potter-Holden & Company  
Harry Powell Builders, Inc.  
Prudence Life Insurance Company  
Raley Brothers, Inc.  
Richmond Tire & Rubber Company  
ROA Motors, Inc.  
Dr. Ivan C. Rolader, Jr.  
The Rosery  
Russell's Western Store  
Ryals Insurance Agency  
Scott-Hudgens Realty, Inc.  
Frederick B. Schultz Insurance Agency  
Shell Home Finance Corp.  
Show Production Enterprises  
Signode Steel Strapping Company  
Sims 5 & 10 Cent Stores, Inc.  
Singer's Casual Shop  
Singer Sewing Machine Company  
Dr. W. G. Skipper  
John Snellings Insurance Agency  
Southeastern Carbon Paper Company  
Southern Agencies, Inc.  
Southern Straw Mfg. Company  
Southland Casket Company  
Al. G. Sowell Company  
Sowell & Harden  
Douglas W. Stronbehn  
Suburban Building Supply Co., Inc.  
Swank, Inc.  
Tara Carbon Paper Corp.  
Tasty Town Grill  
Tennessee Coal & Iron Division  
Title Insurance Company of St. Louis  
Tomberlin-Sheetz  
James M. Thurman Agency  
United Mortgage Servicing Corp.  
Vital Life Food Center  
Waldrop & Binford, Inc.  
Dr. William W. Walker  
Dr. Harold C. Walraven  
Warren, Kidd, & Varalla, C.P.A.  
Wesley Printing Company  
White's Barber Shop  
Whitley Construction Company  
Wholesale Tire Supply Company, Inc.  
E. R. Wilkerson, Inc.  
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Vinson-Vendrell, Inc.  
Zenith Bottle Shop, Inc.



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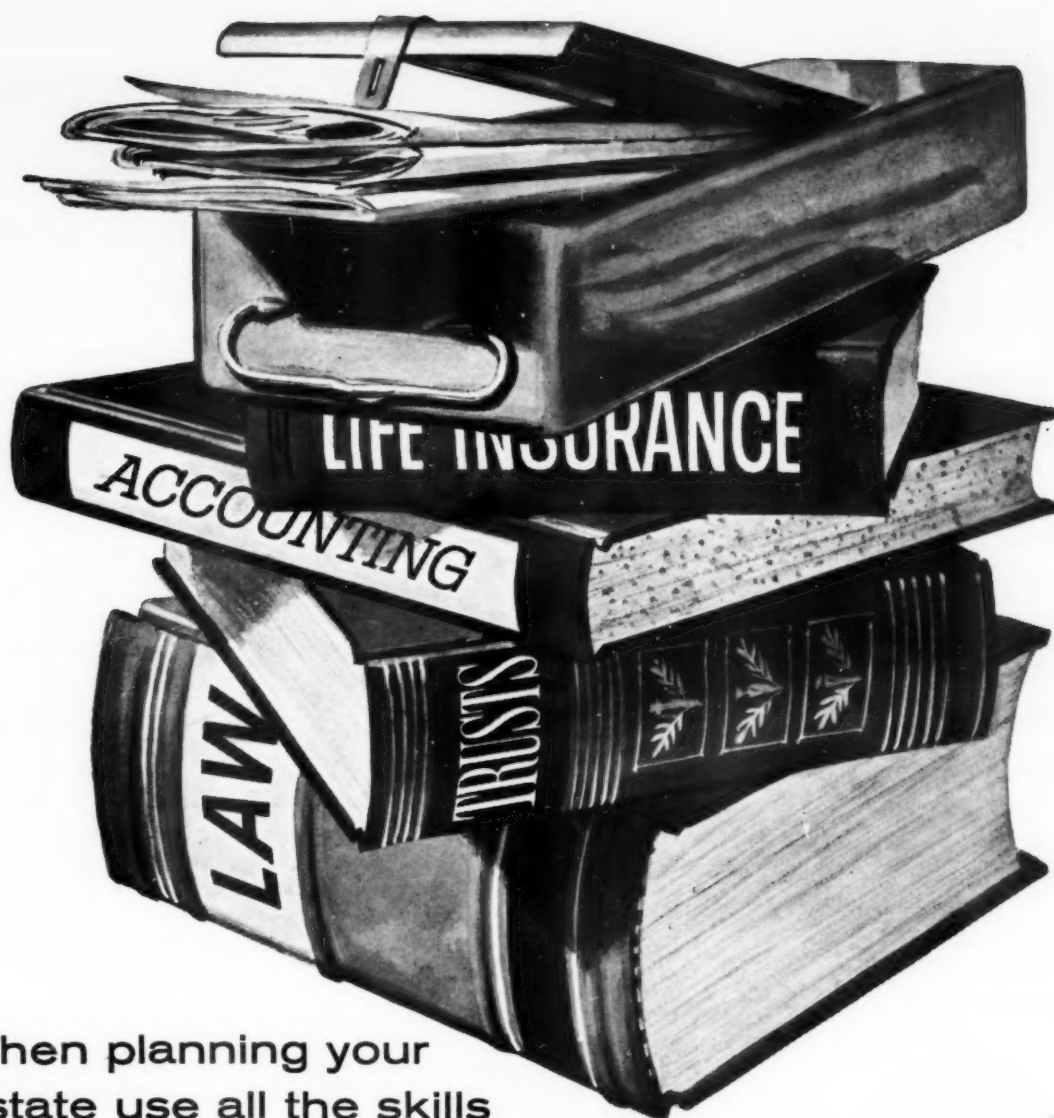
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INSURANCE COMPANY 

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55 Marietta Street, N.W., Atlanta 3

JOHN O. GAULTNEY, C.L.U.,  
Regional Vice President

### **ATLANTA GENERAL OFFICE**

Fulton National Bank Building  
LUTHER M. BYRD, C.L.U., *Inspector of Agencies*

### **PEACHTREE GENERAL OFFICE**

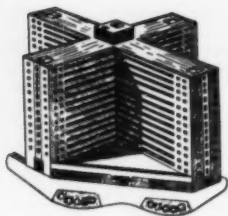
1112 First National-North Ave. Bldg.  
615 Peachtree Street, N.E.  
THOMAS COVINGTON, JR., *General Manager*

### **ATLANTA GROUP OFFICE**

1120 Fulton National Bank Bldg.

### **ATLANTA REAL ESTATE & MORTGAGE LOAN OFFICE**

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TR. 5-2511

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FURNISHED — UNFURNISHED

Utilities Included In Rent

Air Conditioned — Office Space

Complete Shopping Facilities

Direct Bus Service to

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Shown Daily 9 to 6 —

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## **The Howell House Apartments**

710 PEACHTREE ST., N. E.

TR. 4-8638

Completely Air Conditioned

**Atlanta, Georgia**

## *new and expanding business*



**HOME SAVINGS COMPLETES NEW BUILDING** Home Savings and Loan Association (*above*) of Atlanta moved into its 40,000 sq. ft., five-story building at 77 Forsyth Street on April 3rd. The savings and loan association will occupy most of the street floor and basement level; the rest will be occupied by tenants.

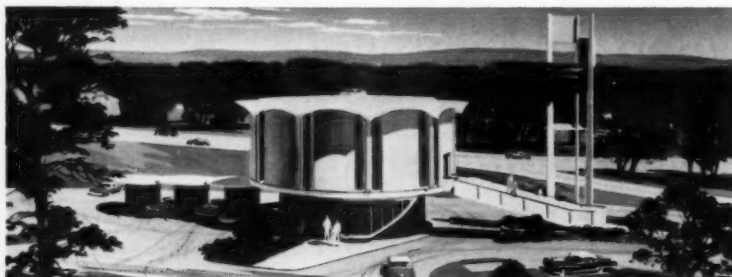
The Association was granted a charter by the state in May, 1929, and began operations in a one-room office in the Healy Building.

**FRANK PALLOTTA FORMS SALES PROMOTION FIRM** Frank L. Pallotta, formerly sales promotion and publicity director for Rich's, has formed his own sales promotion firm to operate in the Southeastern region.

The new business — to be known as Frank L. Pallotta & Associates — will serve as consultants in the fields of advertising and various related fields.

**VINSON-VENDRELL, INC. IS NEW INDUSTRIAL SUPPLIER** Edward M. Vinson, President of Vinson-Vendrell, Inc., industrial suppliers, announced that the new firm has begun business operations. The firm is a wholesale distributor and will have offices at 720 State Street, N.W.

Other officers include James A. Vendrell, vice president; Carl Scott Vinson, secretary; and Everett B. Brooks, treasurer.



**TRUST COMPANY PLANS NEW BRANCH** The Trust Company of Georgia announced plans for its sixth branch office (*above*), to be located at 2160 Monroe Drive. A modern two-story structure, the branch will have four drive-in windows, one in the main building and three in islands connected by a tunnel. The building is set for completion in about six months.

**NEW HOLIDAY INN OPENS** A new 135-unit Holiday Inn opened this month at the intersection of Howell Mill Road and the Northwest Expressway. Willard Burger has been named innkeeper.

**OFFICE ITEMS, INC., OPENS** Office Items, Inc., a new Atlanta business selling office supplies and business furniture, has opened at 146 Marietta Street. The new firm is a subsidiary of Dicksons, Inc., printers. Talmadge Dickson is president of both firms.

## appointments and promotions



BROCKEY



KAPPLIN



KITCHENS



WAINWRIGHT

**FULTON INDUSTRIES ELECTS SCHOENBACH VICE PRESIDENT** Meno Schoenbach has been elected vice-president of Fulton Cotton Mills and of Fulton Industries, Inc. He will be responsible for advertising and public relations for the firms.

Mr. Schoenbach has been associated with Fulton Industries, Inc., and its five affiliated companies, for several years. He will continue in his capacity as sales promotion manager and advertising director of Fulton Cotton Mills.

**RICH'S REALIGNS ITS OFFICERS** Richard H. Rich has been elected to chairman of the board and chief executive officer of Rich's. Former board chairman Frank Neely was elected chairman of the executive committee, and Harold Brockey, formerly executive vice president, has become president.

In other action, vice presidents Peter J. Stelling and Cecil S. Semple were elected to the board of directors.

**BRAKELEY, NEWBERRY ASSIGNS VICE PRESIDENT** Brakeley, Newberry and Company, a counseling and management service for philanthropy, has opened new offices in the Bank of Georgia Building and announced the assignment of vice president Robert C. Connor to head the new division.

**MUTUAL FUNDS OF AMERICA NAMES VEEP** Gifford Mabie has been elected vice president of Mutual Funds of America. He had been division manager of the Atlanta-based firm since September of last year.

**MASSCELL COMPANIES ANNOUNCE NEW OFFICER** Irving J. Kapplin, formerly of Pittsburgh, has been named assistant vice president of the Masscell Companies here. He will handle leasing and sales divisions for the firm.

Mr. Kapplin is a University of Minnesota graduate, served as a general staff officer with the Ninth Army and Ninth Air Force in the European Theatre during World War II.

**OTHER APPOINTMENTS:** William M. Robinson has been named assistant to the president of Colonial Stores, Inc. Eastern Airlines promoted Harold W. Toffemire to the post of airport service area manager, and Joseph H. Dudley was brought from Birmingham as station manager in Atlanta. George E. Plunkett, Jr., has been elected vice president of Bankers Fidelity Life Insurance Company of Atlanta. The Peoples Bank of Atlanta has named Harold S. Welden assistant cashier. Trust Company directors elected Richard H. Waters to the post of assistant trust officer. Mutual Funds of America named W. James Kitchens to its sales staff. Owen B. Ellis has been appointed resident comptroller for Chevrolet in Atlanta.

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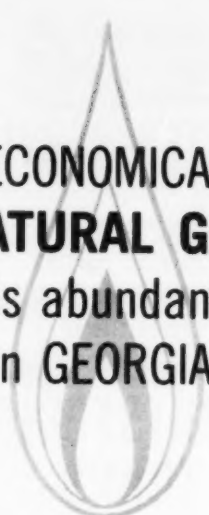
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(Continued from page 38)

side frames off one line and weld them into a body on another. Each section arrives at the right place at the right time.

The body side frames and rear fender panels, previously sub-assembled for this car, meet the line and are welded together. Front shroud and roof panels arrive and are fitted into place. Metal finishers then give the rough body a slick, smooth surface before it goes to the paint department.

The paint department has the Tampa dealer's color specifications. The body is painted and dries almost immediately.

The body now moves to the trim department. Here men working with electric screwdrivers will apply the chrome mouldings, door fixtures, emblems, etc., and other workers will fit the glass into front and rear sections. Radios, heaters, air conditioning units—all of this is added to the body at this point.

On the other end of the plant the chassis will be taking form by this time. Springs, shock absorbers, axles, and other parts are added as the chassis line moves along. The engine, pre-tested, is lowered into place. Steering gear comes next, then tires and wheels, and the chassis is ready to meet the body.

The body—painted, trimmed and polished, glass and fittings installed, instrument panel wired and in place—is lowered through an open hatch from the balcony, drops onto the chassis and is fitted. The front fenders are then added; then comes radiator, grille, and hood.

The Buick—it is no longer a chassis or body—then goes through a dozen testing procedures, including an 18-inch-per-hour rainfall. Successfully passing all its tests, the Invicta is moved to the back yard, loaded on a truck, and shipped to Tampa.

### Plants Are Autonomous

No one individual is responsible for the General Motors operations in Atlanta. Each division (see

chart for divisions and management) is autonomous, each division is responsible to a different office in Detroit, and each division has its own local management.

The nearest thing to a joint operation by the separate divisions is the City-Plant Committee, which has the responsibility for General Motors' community relations. This committee—made up of the manager, controller, and personnel manager of each plant, plus the GM public relations man for the area—decides on any issue which will affect the entire GM operation. This would include, for instance, Chamber of Commerce work and any fund-raising drives.

Labor problems are handled both at national and local levels, but always within division framework. The local union, if it has a complaint or suggestion concerning the local Chevrolet plant, must work the problem out with local management.

When the contract between the United Auto Workers and GM comes up for renegotiation this August it will be discussed at all levels. One year, while the negotiations were going on at the national level, more than 2,000 problems were being discussed at local plants.

Strikes at the local level last year shut the B-O-P plant down for twenty-six days. No other plant or division lost time due to strikes, but inventories, new model changeovers, and slow, sluggish auto sales caused some stoppage. Altogether, for last year, the down time was: B-O-P, forty-two days—Chevrolet, thirty-seven days—Truck Division, thirty days—Fisher Body, twenty-three days. This year, through May 1st, stoppage was: B-O-P, fifteen days—Chevrolet, ten days—Truck Division, no down time—Fisher Body, ten days.

Work stoppage in an operation the size of GM, for whatever cause, has its effect on the area's economy. Figuring on a very broad scale, every lost day in the GM operation means more than





Above: GM Training Center  
Upper left: Buick-Olds-Pontiac plant  
Lower left: Chevrolet-Fisher Body plant

\$300,000 lost to the economy of Atlanta.

Therefore, when Mr. Reuther sits down at the bargaining table this July (the contract runs out on August 31st), Atlanta will be watching. Not long ago, Mr. Reuther was talking about a shorter work week for automobile employees. President Kennedy expressed displeasure at such a thought, so it is now guessed that a shorter work week won't enter into discussions this time. What he will demand, nobody knows. Whatever is decided, Atlanta, like Oakland and Lansing and Flint and Detroit, has a stake in it.

The key word is success. GM's success in the compact market, their success in the world market — all of it will have an effect on Atlanta. And, figuring their continued success, when the next decision is made on locating a new phase of GM's operations, this area ought to rank high on the selection list.

Atlanta's ready.

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##### Buick Motor Division

E. A. Zimmerman,  
Regional Manager

##### B-O-P Assembly Division

R. J. Howlett, Plant Manager

##### Cadillac Motor Car Division

S. I. O'Connor, Zone Manager

##### Chevrolet Motor Division

L. J. Biskach, Plant Manager

F. E. Byers, Regional Manager

##### Detroit Diesel Division

R. W. Phillips, Regional Manager

##### Euclid Division

D. E. Lutz, Regional Manager

##### Fisher Body Division

E. H. Schaeffer, Plant Manager

##### Frigidaire Sales Division

E. E. Bocock, Branch Manager

##### GMAC

C. C. Newton, Regional Manager

##### GM Parts Depot

H. W. Ireland, Manager

##### GM Training Center

Arnold Steele, Manager

##### GMC Truck & Coach Division

R. C. Stelter, Zone Manager

##### Motors Holding Division

J. M. Quinlan, Branch Manager

##### Motors Insurance Corporation

W. R. Vorus, Regional Manager

##### Oldsmobile Division

P. A. Sinclair, Regional Manager

##### Pontiac Motor Division

Lonnie H. Holmes,  
Regional Manager

##### Public Relations Staff

James L. Tolley,  
Regional Manager

##### United Motors Service Division

George C. Faller,  
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##### Yellow Manufacturing

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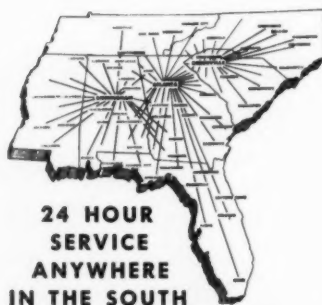
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Atlanta, Inc. — started just six years ago by Engineering Experiment Station personnel — is the only electronics firm in the state with more than 100 employees. Every other state in the Southeast has at least one plant in the "1,000 and above" category. The three plants grouped in Winston-Salem, N. C. employ more than 8,000 persons!

### Atlanta's Outstanding Attractions

The absence of major electronics firms from Atlanta becomes almost unbelievable when the outstanding attractions found in the area are enumerated:

1. A \$1,000,000 a year electronics research program at Georgia Tech — second to none in the area and surpassed by few state institutions anywhere in the country.

2. Schools of Electrical Engineering and Physics at Tech, offering courses of study through the Ph.D. Together with the other engineering and scientific undergraduate and graduate courses available, they provide the professional training facilities that are highly valued by electronics manufacturers.

3. An unusual supplement to Georgia Tech's engineering and scientific curricula in the form of the Southern Technical Institute, which provides technician training facilities important to firms in the electronics field. Two courses of instruction in electronics provide especially attractive offerings.

4. Outstanding living conditions, from cultural attractions to climate. Again, this category is of particular importance to firms in the electronics field because of their large proportion of highly educated personnel. Such personnel are among the most mobile in our economy and can readily move if they find a location unsatisfactory. Living conditions, like access to an engineering school, must therefore be given more than the usual amount of weight in evaluating potential sites for electronics installations.

5. Outstanding transportation and communication facilities. The ability to move both personnel and products rapidly and efficiently by air is also important to most electronics firms. Atlanta is outstanding in the Southeast in this regard also.

### Why Failure?

With all these assets, why has Atlanta failed to develop as an electronics center? There are several reasons:

1. In some instances it is paramount that an electronics company be located virtually "next door" to its best customers. This is particularly true in the military field, where constant testing and development are often required. It accounts for the location of several of the plants shown on the accompanying map — those adjacent to Cape Canaveral and Redstone Arsenal, for example. Proximity to such government installations may in some cases be so important as to overshadow both local limitations and Atlanta's attractions.

2. Georgia's "political climate" has compared unfavorably with our chief competitors, North Carolina and Florida. Several factors are involved. Not the least among these during the last several years has been the unusually effective salesmanship of Governors Luther Hodges and LeRoy Collins. Certain tax inequities which many industrialists consider symptomatic of a poor business climate — such as the 3% use tax on equipment and on materials going into new plant construction, now found only in Georgia among the southeastern states — undoubtedly have had their effect.

3. The uncertainties surrounding the school situation have discouraged at least some of the industrial installations for which Atlanta might have competed successfully. While this factor can never be fully or precisely measured, it has been of particular importance in competition for industries like electronics, where em-



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ployees place a high premium on the availability of good public schools.

For public relations reasons, few companies ever are willing to explain why they turned one community down and selected another instead. The fact that we have learned definitely why one major firm turned Atlanta down is, therefore, of particular interest. It provides a specific example which points to the school situation as having cost the city an opportunity to secure a major electronics plant.

In this particular instance, two plant location teams had made trips to Atlanta to secure information and to make preliminary evaluations. They had gathered a mass of information as to Atlanta's many attractions. But, after assuring the local development agencies working with them that a third visit would soon be made, they were heard from no more.

Some weeks later, a representa-

tive of one of the agencies that had provided technical information to the company had an unexpected opportunity to visit with a member of one of the location teams. After some evasive discussion, this blunt, "off-the-record" explanation was finally given for the sudden loss of interest: "The executive vice president told us to take Georgia off our list until they decide what they are going to do with their schools."

4. Apart from these specific reasons, there is another which has not only been important in the past but will be of particular importance for the future: the fact that there simply has never been a hard-hitting campaign to sell the almost unparalleled combination of resources Atlanta has to offer the electronics industry. No detailed and thorough analysis has ever been made of the particular assets which can be offered specific firms making certain carefully evaluated products.

## Why Bother?

The question "Why bother?" can be answered, then, principally in three ways: First, because the research that remains to be done can help Atlanta secure both the most needed and the most desirable types of industry. Second, it can help expand Atlanta's economy more rapidly than would otherwise be possible. And third, it can prevent the loss of desirable industries and companies which would come to Atlanta if they knew enough about the area's potentials to realize what a profitable and satisfactory location Atlanta can offer.

## Procedures Involved

The procedures involved in carrying out the can study referred to earlier illustrate the general approach required for a systematic analysis of Atlanta's many industrial potentials. At the same

(Continued on page 51)



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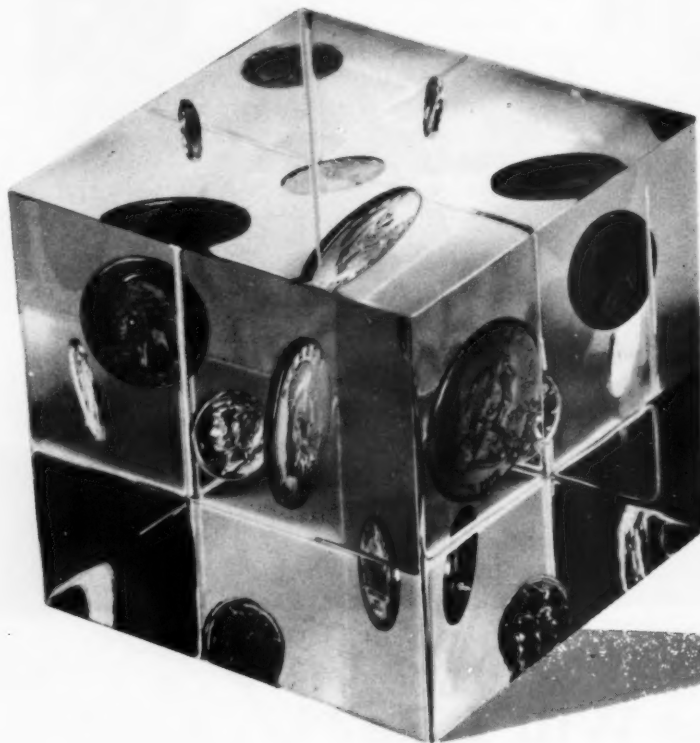
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29th National Competition of Outdoor Advertising Art, Chicago, Third Award—Foods, to Sealtest Foods—Southern Division headquartered in Charlotte for 24-sheet Sealtest Milk poster which earlier had won a Merit Award in the 10th Annual Atlanta Art Directors Exhibit. Socrates Award, a national award for outstanding transportation advertising received by The Atlantic Coast Line

Railroad Company. Donald T. Martin, Assistant Vice President—Public Relations and Advertising. Represented by Tucker Wayne & Company since 1959. Advertising Federation of America, "Deep South" District Seven award "to the southern organization making the greatest contribution to southern advertising" also went to the Atlantic Coast Line Railroad Company of Jacksonville.



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(Continued from page 48)

time, the subsequent location of two can plants in the Atlanta area points up the city's tremendous power to attract companies manufacturing consumer products.

Strangely enough, the analysis which brought Crown, Cork and Seal hustling into Atlanta was initiated for the city of Columbus as part of a two year study of that city's industrial potentials. The location of Nehi Royal Crown Cola Bottling Company's home offices in Columbus appeared to make the location of a small can plant a definite possibility, since one of the major can companies had indicated that they would put a plant there when Nehi's consumption reached a point approximately 40% above the level they had achieved at the time the study was begun. The purpose of the analysis was to determine whether enough additional consumption might be found in the immediate area to encourage the manufac-

turer to build his plant sooner than he might otherwise plan to build.

A systematic compilation of data on can users throughout Georgia, South Carolina and Tennessee and parts of Florida and Alabama was begun. Trips were made to existing can plants to secure technical information about their operation and various technical location requirements. Interviews with major can users added essential information on their varying need for quantities, sizes. Unusual specifications or quality control requirements were checked; transportation needs were studied. Information was compiled on the minimum volume of cans required to establish a plant, the tin plate and other raw materials required, transportation costs and needs, and other location requirements.

It soon became apparent that the number of cans consumed in the Atlanta area was far larger

than had previously been suspected. As noted earlier, the total picture had simply never been pieced together before because of the highly competitive nature of the industry. The result, once the study's findings had been reviewed by executives of Crown Cork & Seal and the American Can Company, was the location of two multi-million dollar plants in Atlanta.

### Pinpointing Other Potentials

Systematic analysis of the many products now shipped into Atlanta and Georgia from outside the state offers excellent potentials for the development of additional industrial payrolls. Knowledge of not only markets but of the various location requirements discussed briefly above is essential. While markets are the primary attraction for industries coming to the Southeast, they may not be enough in certain instances. The automotive assembly plants in At-



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lanta require a large number of engines, for example, but the cost of production facilities is so high that it is cheaper to make them in the north central states and ship them to assembly plants all over the country than it would be to manufacture them here.

Other conditions exist which make knowledge of the production problems in an industry essential. In certain fields a phenomenon known as "reciprocity" effectively stifles efforts to manufacture in this area products which can be made more profitably in the Southeast than elsewhere. For reasons too complex to explain here, a company may prefer to purchase needed items from a distant location at a higher price than it would pay if the same items were made locally. A much more complex economic network than is usually involved may determine the economics of locating certain types of plants, in other words. It may not be enough to demonstrate a large market or the availability of raw materials or a large labor pool — or even to be able to offer all of these.

### Some Likely Products

Room air conditioners are one product already determined to be a likely one for manufacture in the Atlanta area. Laminated wood beams, plastic pipe, particle board, liquid synthetic detergents, die castings and light metal castings have also been identified as offering definite potentials.

All of these have been discovered as likely prospects for Atlanta as the result of the continuing analyses of industrial potentials made by the Industrial Development Branch's staff of engineers, economists, statisticians, manpower and management specialists. None have been the result of a direct attempt to systematically appraise Atlanta's needs or "best bets."

A systematic analysis of products presently purchased outside of Georgia by the Lockheed Aircraft Corporation, by the automotive assembly plants, and other

major industries has been begun by the Industrial Development Branch but, at the present rate of effort, will require many months to complete. A careful evaluation of possibilities that may exist for the manufacture of some of the many products already warehoused in Atlanta but not produced here offers another fruitful approach. However, both can involve a vast amount of wasted effort if the engineering and technical needs involved in the manufacture of each item are not fully understood before the expensive compilation of market and other data is completed.

Further analysis of mineral and timber resources in the area and the identification of firms which might be interested in the availability of specified raw materials at a definite price can help determine what resource-based industries might be added to Atlanta's present industrial complex.

### Industrial Research Complex

One of the most challenging of all the opportunities open to Atlanta is the development of an industrial research complex. No more effective means exists for attracting the industrial research facilities and the high-type manufacturing plants that would be ideal additions to Atlanta's economy.

Georgia Tech's \$4,000,000-a-year research program in the Engineering Experiment Station gives Atlanta a base to build on which is unequalled anywhere in the South. It is the largest research organization of its kind in this part of the country and is widely known for its work in many scientific and technical fields.

If such a "research park" or "research campus" were established, it would be possible to provide a special feature which would distinguish it from other such facilities, such as North Carolina's highly publicized "Research Triangle" or the newly announced industrial research center in Miami. This distinctive feature would be the close working relationships

that could be established between such a widely known, established research organization as the Engineering Experiment Station and the research or production facilities which would be attracted to the area.

If a branch electronic computer facility and a technical information center could be provided, it would be possible to save participating companies appreciable sums by helping them to meet important day-to-day needs. At the same time, both theoretical and applied research programs could be carried out on a cooperative or contract basis. By giving participating companies direct access to Engineering Experiment Station personnel and facilities — something talked about by other groups but not actually accomplished — Atlanta, through Georgia Tech, could offer an outstanding addition to its already impressive array of assets.

### Research Center Adds Money

A reasonable estimate — assuming that the school situation is fully resolved and that certain of our existing liabilities can be eliminated — is that such a research center could be expected to generate an additional \$100,000,000 in capital investments in the Atlanta economy within a 10-year period.

Among the research capabilities and potentials which have yet to be exploited at Tech are the many opportunities which exist for the development of new products from available raw materials. An industrial research center of the sort referred to above should provide the laboratory and other facilities required to enable scientists and engineers to work toward the development of new products from Georgia's vast sand and clay deposits, from other minerals found in the state and from our extensive timber resources.

Why research? To help Atlanta move with speed and precision toward its desired goals. Research can point out desired routes by which the city might profitably travel. It can also help illuminate whatever path may be taken.



(Continued from page 28)

new African nations, for instance, begin producing and exporting textile products into this country, their competitive effect will be greater on other nations than on the American mill. Japan is over-expanded; Hong Kong is overexpanded; Formosa is overexpanded. If their market here is reduced, and their mills close, and their workers are without jobs, Uncle Sam — not Africa — will bear the blame.

Several corrective measures are being recommended, the most popular of which is flexible quotas on imports. Tariffs have been suggested by some, but others claim this will not work. Their reasoning is this: Overall higher tariffs will severely hurt countries who pay wages closer to our own scale, such as England, and won't affect the cheap-labor countries much at all. In other words, some countries, such as Japan and Formosa, can easily afford higher tariffs since they produce the goods so cheaply anyway. Others, such as England and West Germany, can't stand higher tariffs.

Flexible quotas would limit imports country by country and by specific category of goods, all the way from yarn to woven fabrics to finished products.

Action of some kind is expected soon, but whether it will be in the form of flexible quotas or something else remains to be seen. President Kennedy has appointed a cabinet-level committee to study the problem and apparently means business. But this country's foreign relations and international economic policy must be considered along with other problems. Secretary of Commerce Luther Hodges, former governor of North Carolina, a large textile state, says: "This administration cannot settle the textile problem in a vacuum or without regard to other matters. But I think I can promise that you will get a decision . . . you will get action."

### What the industry can do

To lower their prices and enlarge their markets, textile mills will need to continue research and development, to further raise productivity. (Between 1947 and 1957 the textile mill's productivity rose from nine sq. yds. of broadwoven fabrics per man-hour, to 14.1 sq. yds., an increase of 57 per cent.)

The Georgia-headquartered West Point Manufacturing Company, far ahead of most mills in this country, set up a separate and impressive research building years ago.

West Point (maker, in one of its divisions, of famous *Martex* towels) is big. Net sales in 1960 were \$156,920,784. And it is, on the whole, more forward-looking than New England textile manufacturers. It recently spent, for instance, nearly 2½ millions to completely re-equip its Shawmut (Ala.) plant, putting in 20,000 spinning spindles and 428 brand-new looms. The plant will produce

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These industries have brought with them thousands of new jobs, additional payrolls, and bigger demands for goods and services—greatly increasing the state's economic prosperity.

We are proud to work with chambers of commerce, state agencies, and other business firms in helping attract new industries to our state. The common goal is a brighter future for Georgia and all its citizens.

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(Continued from page 55)

a blend of cotton and Dacron products; a fine goods operation. A modernizing process goes on constantly in its other plants and the company is alert to new trends and new requirements.

West Point's capital expenditures for 1960 were 4½ millions, amounting to more than half of its net income. During 1953 and 1959, capital expenditures of the textile industry rose 35 per cent, compared to a rise of 161 per cent for manufacturing in general. The textile industry spent an average of 8.4 per cent of its net after-tax income on research and development while other forms of manufacturing firms spent 53 per cent of their after-tax income on R&D.

The point of all this is clear. Corrective measures regarding imports are necessary; but the

textile industry must take advantage of its regained markets, and the profits therefrom, by further increasing its productivity, by new spending in research and development, and by catching up with new fibers and new trends by the consumer. West Point is doing it, and other mills in Georgia are doing it. These mills recognize that the government can't make their mills profitable for them; they realize that patently unfair import practices, when discontinued, will merely open the door for them. Flexible quotas — if that is the answer — will put an umbrella over all mills — the weak and the strong, the efficient and the inefficient. And, when the quotas are later relaxed, only the strong and efficient will survive.

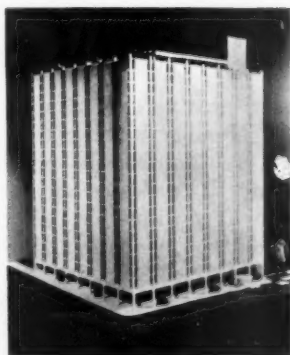
Paul K. McKenney, president of the Georgia Textile Manufactur-

ers Association, said in a speech before a convention of that group last week:

"A little over a year ago, in Charlotte, an official of the previous administration enumerated some of the problems of the textile industry, concluding with this statement: 'The economic changes in the textile industry are more the result of the vagaries of consumer spending over capacity and non-textile and inter-fiber competition, than import competition.'

Mr. McKenney continued: "As Frank Leslie commented a few weeks afterwards: 'He seems to be saying, 'You have typhoid fever, tuberculosis, malaria, pneumonia, and meningitis; so why do you want to be cured of meningitis? You'd still be pretty sick anyway.'"

END



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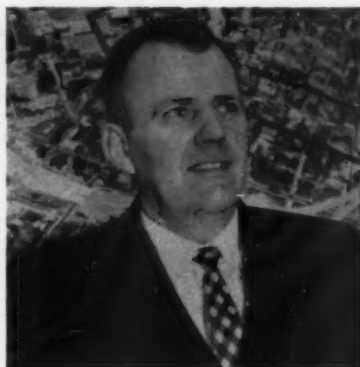
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## Chamber Potpourri



BILL PARR



IVAN ALLEN, DON WALKER...

### Key Man In the Chamber: BILL PARR

When he was nine years old and living in Cedartown, Georgia, Billy Parr had, as all boys do, a taste for watermelons. And, as everybody knows, stolen watermelons taste better to small boys than bought ones. Thus it was that Billy acquired, by virtue of being caught in somebody else's watermelon patch, the habit of running.

Nowadays, at 37, William H. Parr — better known as Bill — spends his time running about on Chamber affairs, and, with his services required on the Congressional Action Committee, the Local and State Affairs Committee, the Public Finance and Taxation Committee, the Practical Politics Program, the Expressways Committee, and Urban Renewal, it's no surprise that he hits his office on the dead run.

Parr is an affable, easygoing but fast-moving fellow. He knows his business, knows that he knows it, and handles it well. In the fields of expressways and legislative affairs particularly, he is given to incisive questions and trenchant answers, a hang-over from his days as a Capitol reporter for the Atlanta JOURNAL. His newspaper background includes service with the Savannah NEWS-PRESS, where he served as Atlanta Bureau Manager.

An SAE at the University of Georgia, he graduated with a degree in journalism and is a member of Sigma Delta Chi, professional journalism fraternity. He is married to the former Miss Barbara Quattlebaum of Savannah and has three children Barbara (6), Bill (5), and George (1).

### Don Walker Retires From Chamber

Donald F. Walker ended a forty-year executive career with his retirement last month from the post of Membership Director for the Atlanta Chamber. He had been with the Chamber eleven years.

A native of Rockport, Indiana, and self-confessed converted Yankee, Don will retire in Atlanta and will continue his residence at 321 Hascall Road. He is an authority on the Civil War and plans to pursue the hobby more diligently in his retirement.

President Ivan Allen is shown presenting a gold watch to Don, "as a token of the Chamber's profound appreciation of your talents and invaluable service." His crackling wit and hard-driving work schedule will be sorely missed by his friends.





SHELTON AND PRITCHARD...

### Chamber One-Day Drive Is Big Success

Opie L. Shelton, executive vice president of the Atlanta Chamber, is usually pretty grim when it comes to handing out the Chamber's money. But the delight he's displaying in presenting a cash award to Bill Pritchard — the Chamber's top membership salesman — comes from the sure knowledge that the one-day membership drive was a rousing success, bringing in 95 new members and more than \$5000 in new revenue. Pritchard, an insurance agent in Atlanta, signed up eight new members in the one-day drive, bringing his total for the year to thirty-six.

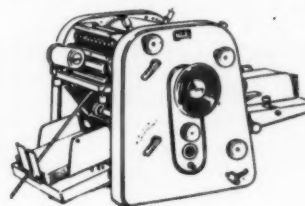
President Ivan Allen, in the right-hand picture, is receiving an official proclamation naming March 22nd *Atlanta Chamber of Commerce Day* from Mayor Hartsfield.



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(Continued from Page 20)

to just west of Lee Street. Stretch from there to circumferential highway expected to be let for construction later this year. Lanes: six lanes from circumferential highway to Lucille Avenue, eight from there to downtown connector. Progress: Satisfactory.

The West Expressway will serve the following areas: Adams Park, West End, Fulton County Airport, Bankhead, and others.

**SOUTH EXPRESSWAY**, Interstate 75: Status: completed in 1952. Lanes: four lanes, with some areas to be widened to six later. Short section near downtown connector area is already six lanes. Now approaching (at peak hours) design-capacity.

The South Expressway now serves the following areas: College Park, East Point, Hapeville, Atlanta Airport, Jonesboro, Forest Park, Hampton, and others.

**AIRPORT CONNECTOR**: Status: to be let for construction later this year. Contract time: two years. Runs 6.5 miles from South Expressway near Lakewood Avenue to circumferential highway near Red Oak. Lanes: six lanes all the way. Airport

spur, connecting with the new terminal, now under construction, will run four lanes.

The Airport Connector will transport traffic to and from the Atlanta Municipal Airport.

**DOWNTOWN CONNECTOR**: Status: contract letting uncertain. Lanes: eight lanes in most sections, ten lanes in others. Most vital part of Atlanta Expressway System. Will connect East, West, North, and South Expressways. Cost, including right-of-way, already 100 per cent secured: approximately \$23,670,000. Will probably be let for construction in 1962. Contract time: three years. Biggest headache in whole system.

The Downtown Connector is plagued with problems and has been for years. Various interested persons and groups, including the Chamber Expressway Committee, headed by Mr. Rawson Haverty, are working toward a solution of the problems.

Mr. Haverty sums up the prospects this way: "The two-lane highways leading into the central connector are inadequate now; they should have at least one more lane at every point. Future bridges should be planned and built to accommodate additional lanes as traffic expands." **END**

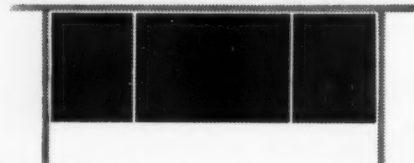
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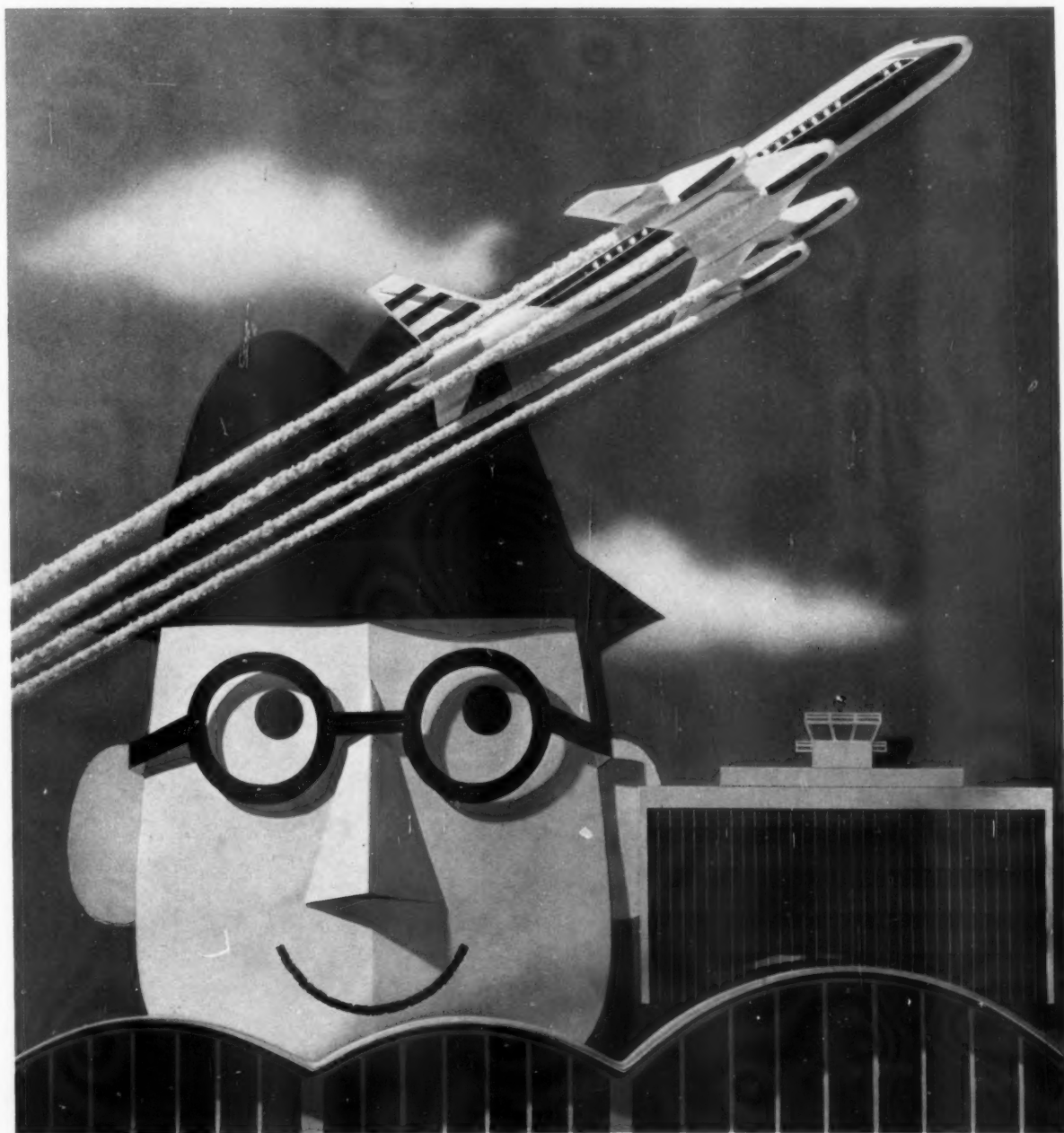
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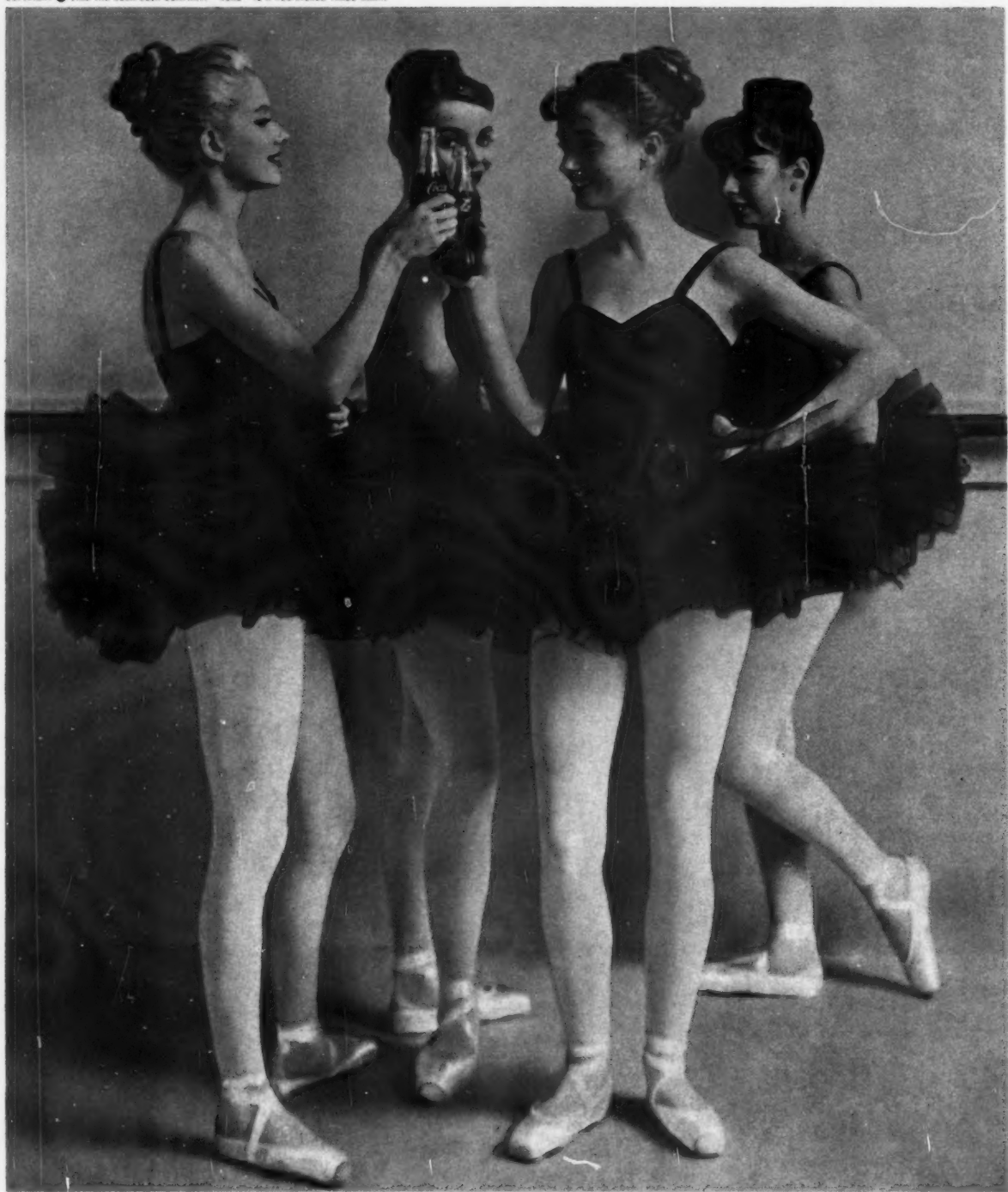
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